

LIFE



SHAWLS AGAIN

MAY 13, 1940

10 CENTS

NEW HYDRA-MATIC DRIVE

BUILT AND BACKED BY
GENERAL MOTORS



**OFFERED ONLY IN
OLDSMOBILE!**
OPTIONAL AT EXTRA COST



Oldsmobile's amazing Hydra-Matic Drive is a combination of liquid coupling and fully automatic transmission. It simplifies driving, steps up performance and saves on gasoline. All you have to do to drive is "step on it, steer and stop!"

NO CLUTCH! NO SHIFT!

DRIVE as you never drove before... in an Oldsmobile, the only car in the world that offers Hydra-Matic Drive! Once you set the direction control for "forward," you're set for the biggest thrill of your life. You never have to shift gears, and there isn't any clutch at all! Just step on the

accelerator and the power flows quickly, steadily, automatically through four forward speeds—and meanwhile, both hands are free to handle the wheel! Oldsmobile's exclusive Hydra-Matic Drive is optional at extra cost on all 1940 Olds models. Visit your Oldsmobile dealer today—take an exciting trial drive!

• • Help promote safety—dim your lights when passing • •

PRICED FOR EVERYBODY. Car illustrated: Sixty 4-Door Touring Sedan \$908, including white side-wall tires, delivered at Lansing, Michigan. Other models: Coupes \$807 and up; Sedans \$853 and up. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

OLDSMOBILE

**"BEST LOOKING
CAR ON
THE ROAD!"**

I SHOULD THINK
MOTORISTS WOULD
REALIZE THAT A **SKID**
IS THE MOST DANGEROUS
THING ON THE ROAD

I DON'T AGREE! I'VE SEEN
PLENTY OF ACCIDENTS
AND I THINK A
BLOW-OUT IS MUCH WORSE



Why Argue? New Goodrich Tire Protects Against ***BOTH*** Skids and Blow-outs

READING TIME: 1 MINUTE 7 SECONDS



How would *you* vote on this question: Which are worse—skids or blow-outs? After questioning thousands of motorists we know from experience that many say 'skids'—many say 'blow-outs'. But, remember this: When skids and blow-outs kill or injure thousands every year it doesn't pay to take chances on tires that give you only *half-way* protection.

For safety's sake equip your car now with the new Goodrich Silvertown. For here is a tire that settles the question of "skids *versus* blow-outs" by giving you the greatest protection ever offered against BOTH skids and blow-outs.

★ ★ ★

Left! Right! Left! Right! You can't beat the action of a windshield wiper for sweeping a wet surface dry. And that's the way Silvertown's Life-Saver Tread acts on wet roads! The never-ending spiral bars actually sweep them so dry you can light a match on the tire's track. No wonder, then, this new Silvertown will give you the quickest non-skid stops you've ever had!



The Life-Saver Tread on the outside of this tire is safety you can see and feel. But, remember, "Silvertown Safety" doesn't stop there. It's *inside* the tire, too—in the new, improved Golden Ply. By resisting the terrific *blowout-causing* heat generated inside all tires by today's high speeds, the Golden Ply gives you maximum protection against these high-speed blow-outs.

So why argue about skids and blow-outs? Get Silvertowns now—the tires that give you greater protection against BOTH of these hazards. Remember, you can get them *today* on the liberal Budget Plan available at Goodrich Silvertown Stores and many Goodrich Dealers.



★ ★ ★

ONLY 10¢ for a miniature reproduction of your own license plate on a key chain! Your own number—your own state colors. Drive in to your nearest Goodrich Dealer or Goodrich Silvertown Store and ask them to get one of these popular and valuable key chains for you. No obligation. Only 10 cents to cover cost of handling.

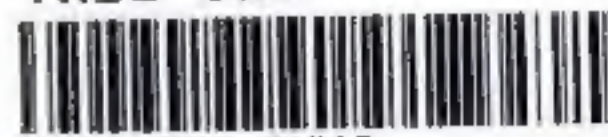


LIFE-SAVER TREAD SKID PROTECTION
GOLDEN PLY BLOW-OUT PROTECTION

The new Goodrich SAFETY Silvertown

PLAN TO SEE JIMMIE LYNCH'S DEATH DODGERS AT THE GOODRICH ARENA . . . N. Y. WORLD'S FAIR

This One



26S8-5S9-BUYJ

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YES... IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too)... to help build good, healthy, red blood. Bosco adds to milk iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

IRON: Relative available amounts in
SPINACH —
RAISINS —
BOSCO —



Easy to mix. Bosco is a concentrated liquid. Stir one teaspoonful of chocolate-flavored Bosco into a glass of whole milk (hot or cold) and it's ready.



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Avenue, N. Y. C.

LETTERS TO THE EDITORS

Letter from Dorothy Dix

Sirs:

May I express my appreciation of the honor you paid me in having LIFE come to see me (April 22). Having been an ardent LIFE fan since its first number, I know the worth of the compliment and am properly grateful.

DOROTHY DIX

New Orleans, La.

Sirs:

You devoted some well-deserved space to Dorothy Dix. I can think of no one in this generation who has given kindly advice to a greater number of people. Someday we may quote bits of her wisdom, and the popular phrase may become "Dorothy Dix says" instead of "Confucius say."

SYLVIA P. O'BRIAN

Cranford, N. J.

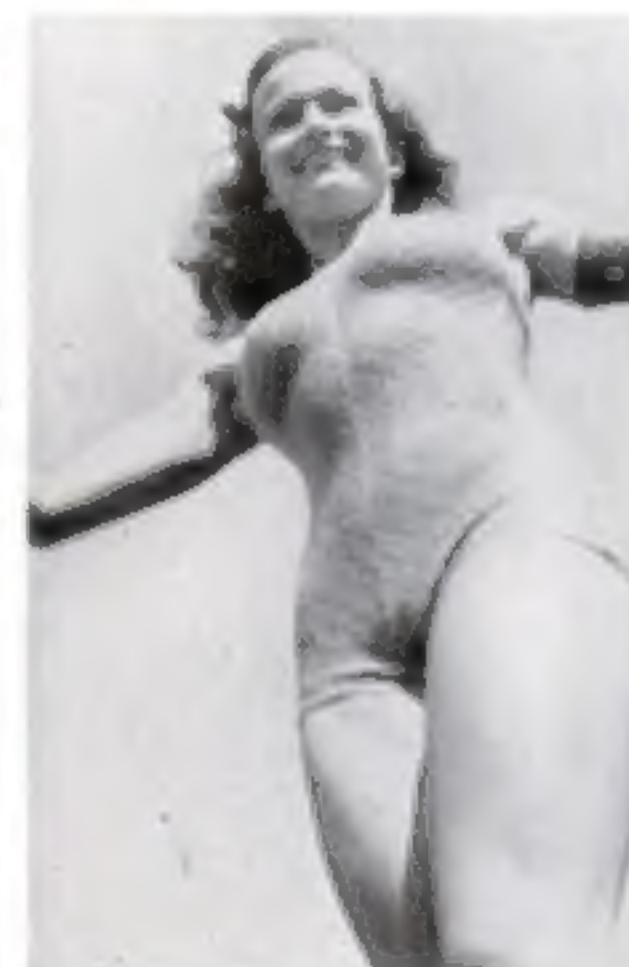
A Better Smile

Sirs:

I just bought the April 22 issue of LIFE. I enjoyed it very much but when I came to the pictures and story of Marjorie Waldon, who was chosen Miss Candid Camera of 1940 at Long Beach, Calif., I was rather disappointed. Your photographs do not show her real beauty. I am enclosing my photograph of her that really shows her face and figure. It also shows a much better smile.

JOE L. KETHLEY

Los Angeles, Calif.



MARJORIE AND SMILE

New Yorker's Cartoons

Sirs:

In the April 22 issue you print twelve cartoons exhibited recently at the Museum of Art at the Rhode Island School of Design. Your caption writer explains that most of these cartoons "appeared recently in newspapers and such magazines as Esquire and the New Yorker." I have checked these twelve pictures against a copy of the 1940 New Yorker Album published by Random House and discover that exactly eleven out of the twelve are reproduced from the New Yorker, although you mention that periodical last.

Incidentally, I think it might be pointed out that the New Yorker is almost exclusively responsible for popularizing the whole brand of humor represented in these cartoons. Many other magazines in this country—and in Europe too—have long since copied the New Yorker cartoon formula just as closely as the law allows, but that shouldn't obscure the fact that the New Yorker not only started the vogue but is still about 2,000 miles ahead of its nearest competitor in this particular field.

BENNETT A. CERF, President

Random House, Inc.
New York, N. Y.

● LIFE agrees with Publisher Cerf

(continued on p. 4)

IT'S SMART TO BE COMFORTABLE IN ENSENADA FUN SUITS



THERE'S so much chic and charming feminine smartness in Ensenada Fun Suits that thousands wear them for every informal occasion. And what glorious freedom and comfort for even the most strenuous play!

(Above) SLACK SUIT of cool Hollywood sack-ing. In-or-out shirt. Pleated slacks with zipper placket, sewn-in creases, matching belt. Gulf Blue or Natural colors.

(Below) SUN SUIT of cool chambray. One-piece button-on shirt-and-short. Detachable button-front striped skirt. In Blue or Red.

Both styles; sizes 12 to 20

Other models for women, girls, men and boys up to \$5.00

MAIL ORDERS FILLED IF YOUR DEALER ISN'T SUPPLIED—MAIL COUPON BELOW

The Sterling Company, (Division of Reliance Mfg. Co.), 210 W. Monroe St., Chicago, Illinois

Ship at once P.P. prepaid Ensenada Slack Suits or Sun Suits or below, at \$1.98 each (satisfaction guaranteed).

Style	Color	Size	Quantity
Slack Suit			
Sun Suit			

☐ Cash ☐ Money Order ☐ C. O. D.

Additional P. O. delivery charge of 12¢ each on C. O. D. shipments. Orders accepted only for U. S. and Possessions.

Name.....

Address.....

City.....State.....

CHEVROLET

like many much higher-priced cars
HAS A BODY BY FISHER !



The Master 85 Town Sedan, \$699*

It's the only car in the lowest price range that brings you the greater beauty, comfort and safety of this most famous of all motor car bodies.

*"Chevrolet's
1st Again!"*

"THE LONGEST OF THE LOT"
(181 inches)

From front of grille to rear of body—for length where length counts—Chevrolet for 1940 is the longest of all lowest-priced cars! Big outside, big inside, big in value!

\$659 MASTER 85
BUSINESS COUPE
Other models slightly higher

*All models priced at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

*Eye It.. Try It..
Buy It!*



The new Chevrolet for '40 shares with some of the most expensive motor cars in America the enviable distinction of possessing a *Body by Fisher*.

This means that Chevrolet owners enjoy the advantages of riding in what millions of people consider the *smartest, safest and most comfortable* motor car body in the world today!

Only Chevrolet for '40, among all low-priced cars, brings you the famous "Body by Fisher" . . . just as only Chevrolet for '40, among all low-priced cars, brings you the Exclusive Vacuum-Power Shift, "The Ride Royal,★" and the proved ability to out-accelerate, out-climb

and out-perform all other cars in the low-price field.

Because only Chevrolet has the top volume production—the consistent year-after-year sales leadership—to give such extra values in a car selling at the lowest prices and showing the lowest cost of operation and upkeep!

You are depriving yourself of many highly desirable motor car features if you deprive yourself of the advantages of Chevrolet ownership.

May we suggest that you visit your nearest Chevrolet dealer. . . . Convince yourself that "Chevrolet's FIRST Again." . . . Eye it, try it, buy it—*today!*

★On Special De Luxe and Master De Luxe Series

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

Writes Mrs. W. H. B. of New York City: "Our dog Waggy wakes my husband every morning by pulling off the sheets! Our sheet mortality was terrific, until I discovered Pequots. Both my husband and I think it's almost unbelievable, the way Pequots stand the 'dog's life' they lead in our home."



Waggy helps to prove: **IT'S HARD TO WEAR OUT A PEQUOT...**

OUR FAN MAIL



I was an army nurse... the government was using Pequot sheets and pillow cases. In May, 1919, the army had a salvage sale. I bought 24 sheets and 24 pillow cases, as I married a Medical Officer the day I was ordered home. Up to two years ago I never had to buy any other sheets. Needless to say, the sheets I have bought since then have been Pequots.—Mrs. Wm. J. McLean, Santa Monica, Calif.



For a wedding present my father gave me a Pequot sheets and pillow cases. I was also given a box of colored border sheets and cases of another brand which did not compare in wearing qualities with yours. I had to discard them 2 or 3 years back, but my Pequots look capable of a few years more.—Mrs. A. H. Stuhl, Oak Park, Ill.

IF YOUR SHEETS lead a "dog's life"... if you have a family of husky boys, or a strong-armed laundress... put Pequots on the job. Learn how much honest wear can be put into a sheet, when the cotton is strong and fine, when the weaving is close, firm and even.

We don't promise that Pequots will wear forever. But we do say they'll outwear any other sheet under the same conditions.

Luxurious to look at!

Pequots hide their remarkable strength under a beautifully fine, smooth surface. You would take them for luxury sheets, the texture is so rich and firm.

A sheet has to have a lot of everything to be America's favorite. So if you expect a lot from sheets... if you demand both wear and luxury... you're just the kind of customer we want.

America's Most Popular Sheets

PEQUOT



PEQUOT MILLS SALEM, MASS.

LETTERS TO THE EDITORS

(continued)

and bows apologetically to the *New Yorker*.—ED.

Tops

Sirs:

Major George Fielding Elliot's military articles are tops.

TEX BRADFORD

Corpus Christi, Texas



MAJOR ELIOT

Hard-Working Marmorilicans

Sirs:

Those are marvelous Greenlanders you discovered at Marmorilik (LIFE, April 22, p. 23).

It must be some sort of a record to work from "dawn to dark," since at that distance north of the Arctic Circle this means a period of about two months.

HOWARD R. PHELPS

Pullman, Wash.

Lakes Salute

Sirs:

Three longs and two shorts (Lakes salute) to you for your excellent feature on the Great Lakes (LIFE, April 22).

Incidentally, I (Johnson) was pleasantly surprised, on turning to page 61, to see a picture of the freighter *Charles A. Paul*, a Wilson Transit Co. vessel, on which I sailed last season.

R. B. JOHNSON

A. D. ROBILLARD

Duluth, Minn.

Sirs:

I wish to offer a word of praise and commendation to you and your staff for the very excellent article entitled "The Great Lakes" and for the very fine treatment that you accorded our good ship *Jack*.

H. T. HOOPES, President

Minnesota-Atlantic Transit Co.,
Buffalo, N. Y.

Dewey & Boy Scouts

Sirs:

Your otherwise illuminating treatment of Presidential Prospect Dewey in the April 22 issue struck a sour note in its rather derogatory reference to charges that Dewey might turn out to be a sort of "Hitler in Boy Scout clothes..." and grudgingly admits that he was a Scout but only for two years. And hastens to add by way of apology that "He never liked it much and allowed his membership to lapse when he was 14." So he was saved from its devilish influence before he had attained the age of reason.

As a former Scout I feel that your stand in this matter merits severe criticism. Linking Hitler with a uniform that stands for everything which this monster is not must surely offend everybody who holds the high ideals of Scouting sacred.

May I say that some of those very traits that you appear to find objectionable in Mr. Dewey might have been modified or overcome had he taken a greater interest in his Scout work.

SAMUEL L. MILLER

Cheboygan, Mich.

(continued on p. 6)



MEET THE AMERICAN GOLFER... by tom boy

This classic in sportswear has many models for you to choose from. They come in fine plain or striped chambrays and seersuckers—one and two piece styles. Each carries a Five Point Guarantee of quality in cut, fit and fabric. They're priced at \$6.95.

(Slightly higher west of the Rockies)



BEST & CO. . . New York

and good stores everywhere

For name and address of the one nearest you, write Straus, Rorer & Straus, Inc., Balto., Md.



Alone and penniless, armed only with the ideas that filled his brain, he challenges the world—determined to wrest success from the grasp of the great city.



Romance enters his life when he meets lovely Mary Stillwell... but instead of interfering with his work, it helps him forge ahead... with a new will to succeed!



Soon he invents the stock ticker. For it he receives \$40,000, though he would have taken \$1,000! His first success—his first step toward fame and fortune!

With a Dime and a Dream... **HE CHANGED THE WORLD !**

HIS LIFE was a wild adventure... though he spent most of it in a littered laboratory. Never did a man work so hard—fail so often—and succeed so brilliantly!

The whole astounding story is told by Metro-Goldwyn-Mayer in "Edison the Man"—the drama of an adventurous, inventive mind eager to grapple with any untried idea—and the human story of a warm-hearted man, his love, his kindness, his biting wit, his jolly, genial delight in friends and companionship.

Spencer Tracy plays the role of Edison magnificently. Once again this gifted artist presents a fine and true screen characterization—the most demanding of his career, and the most imaginative! This is one of the important pictures of our time—do not miss it!

Spencer
TRACY
AS
EDISON
THE MAN

A CLARENCE BROWN Production
with RITA JOHNSON • LYNNE OVERMAN
CHARLES COBURN • GENE LOCKHART
Henry Travers • Felix Bressart

Directed by CLARENCE BROWN
Produced by John W. Considine, Jr.
Screenplay by Talbot Jennings and Bradbury Foote
A METRO-GOLDWYN-MAYER PICTURE



9,000 failures! They called him a fake—a charlatan. But he believed in his dreams! He knew that he could grapple with the mystery of electricity—and win!



The dynamo explodes! Five hours left to light the city—or be branded a failure! "We can change the world in five hours!" shouted Edison—And he did!

**IT'S EASY TO
KEEP SLIM
ON A BIKE!**

PEGGY MORAN

FEATURED IN THE
NEW UNIVERSAL PICTURE
"I CAN'T GIVE YOU ANYTHING
BUT LOVE, BABY"

MOTHER, YOU LOOK
LOTS YOUNGER
SINCE YOU BEGAN
TO RIDE A BIKE

I FEEL
YOUNGER,
TOO, DEAR

BOY, I'D FORGOTTEN HOW GOOD IT IS TO
RIDE A BIKE. LOST MY INDIGESTION.
GOT MY OLD PEP
BACK. I FEEL
SWELL!

GEE, I'M GLAD I ASKED
DAD FOR A BIKE. IT'S
MAKING MY LEGS
AND LUNGS GOOD
AND STRONG. I'M
GOING TO BE A
STAR ATHLETE
SOME DAY!

**IT'S FUN TO
RIDE A BIKE**

Movie stars know that riding a bike is a safe,
pleasant aid to a slender, graceful figure. But the
best about bicycling is this: it's good fun, and
good for the whole family! And it's not expensive.
Your neighborhood dealer in bikes has just the
right model for every member of the family.
Why not see him today? Get in on the fun at once!

CYCLE TRADES OF AMERICA, Inc.
Chambers Building, New York City

Keep Trim --- Keep Slim --- Keep Cycling!

LETTERS TO THE EDITORS

(continued)

Jimmy's Ring

Sirs:

I couldn't help but notice the ring on the finger of 14-year-old Jimmy Rogers on the cover of LIFE, April 22. Is Miss Rogers married at the early age of 14? Down here in southern Indiana we consider the left ring finger to be reserved for wedding day.

MR. & MRS. JAMES E.
TAFLINGER

Hanover, Ind.



JIMMY

● Jimmy is unmarried. The ring is a buckle-type matching her belt but is turned inside so the buckle does not show.—ED.

Sirs:

The picture of 14-year-old Jimmy Rogers nearly started a minor scandal among the boys here. They want to know why we can't have that kind of "ranch beauty." We too agree that glamor girls do not look well 'n dude clothes but we have never seen anybody to compare with Jimmy either as glamor girl or hard-riding ranch girl.

JOHN R. LAMBERT

Del Rio, Texas

Defense of Wonder Horse

Sirs:

Please refer to your issue of April 15, page 94, paragraph in regard to Lady Wonder, which should have been more carefully verified.

In October, 1939, with three friends, I interviewed Lady Wonder near Richmond.

Time alone can tell about some of her predictions because she spelled out "three years" when we asked her how long the war would last. Later, we asked who would win the war and Lady spelled out "England."

So far as personal predictions were concerned, I vouch for the following: I asked Lady when I was to leave Richmond and she spelled "Thursday," which was correct. I asked her my age, which she gave correctly, and I was the only person present who knew it.

The most amazing thing Lady Wonder did was to spell out "nose hurts" when she struck her nose on a piece of metal during the interview. This was purely a piece of voluntary information.

MARGARET W. BUCHEL

Pasadena, Calif.

Sirs:

You could have knocked me over with the well-known feather when I suddenly came upon my old friend Lady Wonder in the depths of your recent article on Dr. Rhine of Duke (LIFE, April 15).

Lady Wonder has been a friend of mine for years, and I must say that I felt pretty resentful about the manner in which she was dismissed with the statement "... and by now she probably has declined to being mere horse and a pretty decrepit one at that." She may have lost some of her psychic powers in the last few months, but when

FOR SPORTSMEN..... PHYSICIANS
ENGINEERS..... CAMERA FANS
SCIENTISTS... RADIO ANNOUNCERS
**A SPECIAL WATCH THAT
SPLITS TIME TO 1/5th SECOND**



GIRARD-PERREGAUX
Chronograph

Use an ordinary watch, and you have to guess when you time a track race, pulse count, photographic exposure, laboratory experiment or radio broadcast. Use the Girard-Perregaux Chronograph, and you know—to 1/5th second! A superb timekeeper—from workshops which have made fine watches exclusively since the days of Lafayette. The customary hour, minute and second hands, plus sweep second dial, plus 45 minute recorder, plus tachometer dial to indicate speed of train or motor car. Featured by leading jewelry establishments everywhere. 17 jewels, 14K gold—from \$100. 17 jewels, stainless steel—from \$50.

Write for illustrated booklet A

GIRARD-PERREGAUX & CO.

Fine Watches Since 1791

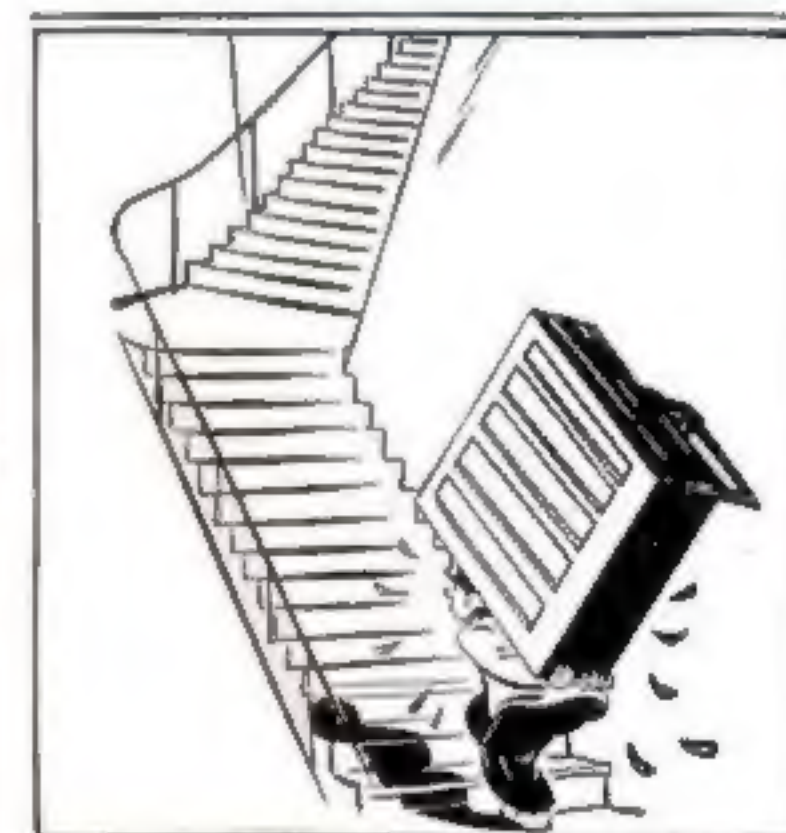


Rockefeller Center, New York

In Canada, Dominion Square Building, Montreal

Exhibited at the 1940 World's Fair

ON TIME • ALL THE TIME • ALL OVER THE WORLD



Enjoy GUINNESS when You're Tired

It's time for a refreshing Guinness—the brew that outsells all others. Made in Dublin, the same natural way as in 1759, from barley, hops, special Guinness yeast, spring water.

Unlike other brews, Guinness is neither filtered nor pasteurized, but contains active yeast, all its natural goodness. Try the dry, racy, robust flavour of Guinness—today!


Guinness Times...

1. AFTER WORK or PLAY... 2. BEFORE OR WITH MEALS—particularly lobsters, steaks... 3. BEFORE RETIRING.

GUINNESS
IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A.
FREE: Irish Rarebit recipe, also Story of Guinness, 44 pictures; write Guinness Dept. X-234, W. A. Taylor & Co., 10 Rockefeller Plaza, N. Y. C.
Copyright, 1940, W. A. Taylor & Co. GU-234


(continued on p. 8)



**IT LIVES AND
BREATHES WITH YOU!**

playtex
Living
girdle

In SLIM Silver Tubes



**new
first of its kind
a nature-skin†
that molds you in
weighs only 5 ounces
no seams, no bones
all-way stretch
slims you for evening wear,
sports clothes or bathing suits
a one-piece sheath
made of smooth liquid latex
feels like your own skin
flexes with every muscle
always fresh...rinse in suds
pat with towel...it's dry!
controls but doesn't constrict or bind
flower-scented...pink, blue, white. \$2
Your department store has your size,
or use handy coupon.**

International Latex Corporation
350 Fifth Avenue, New York, N. Y.

Please send me _____ Playtex® Living
Girdles at \$2 each.

My waist measures _____ inches.

My hips measure _____ inches.

☐ pink ☐ white ☐ blue

☐ Cash ☐ Check ☐ P. O. Order

Name _____

Address _____

City _____ State _____

®Trade Mark Reg. U. S. Pat. Off. Copyright 1940 Int'l Latex Corp.
†Trade Mark

Have You tried Linit for the Bath lately?



and here's something new!
LINIT ALL-PURPOSE POWDER
for every member of the family.
Delightfully different.
TRY IT TODAY!

Swish a cupful or more of Linit in your tub of warm water... step in...and relax for fifteen minutes. You will find yourself enjoying this delightful Linit Bath. The cost of Linit is trifling.



AT GROCERS EVERYWHERE

LETTERS TO THE EDITORS (continued)

I saw and "talked" with her last October she was in fine shape, mentally at least.

I had just lost a job with a large concern, so I traveled down to her little farm outside Richmond to have a consultation. You probably think she told me where to go for another job, that I got it and am now on the road to success. But unfortunately she told me to move to Washington, get a job with a man named Harris selling auto tires, which I probably wouldn't do even if I did meet a man named Harris.

About a year before I had taken a doubting friend of mine down there to see Lady. He had asked her where he lives during the summer and she had



spelled out on her letter board the difficult name "Chappaqua," which was astonishingly correct. So this last time, a year later, I asked her to spell the name of the town my friend had asked her the previous visit. She spelled it out most laboriously, but she spelled it out all right.

I am enclosing a few pictures taken of signs outside Lady's home that I thought you might like to see. I have lost so many friends by telling them about my experiences with this strange beast that I want to thank you for having mentioned her, if only half-heartedly, in the pages of your astute journal.

LAWRENCE CROLIUS
New York, N. Y.

Hat Off to Montefiore

Sirs:

The article in LIFE, April 22 was to me one of great interest. My grandfather was also afflicted with a spinal disease in the latter years of his life.

In his time there were no institutions doing such great work as the Montefiore Hospital is doing at present. His full life was brought to an untimely close. I take my hat off to Montefiore; long may it carry on its great work!

HARRY KLEIN
New York, N. Y.

Sirs:

I am deeply interested in your illustrated article pertaining to the recovery of John Mahanna. Those pictures are sure to encourage many patients who up to now have been discouraged.

What disease did Mr. Mahanna have?

E. DWYER
New York, N. Y.

● Mr. Mahanna suffered from a spinal ailment associated with pernicious anemia. Use of liver extract corrected deficiency and physiotherapy was applied to restore powers lost in lower extremities during the illness.—ED.

Youth Hostels

Sirs:

Your article on youth hosting (April 22) has aroused many of us as to the fun we're missing!

How can one obtain a Youth Hostel pass? Can any group get together and go hosting?

JEAN TUCKER
Rochester, N. Y.

● The Hostels are open to young travelers on foot, bicycle, horse or boat. Youth Hostel passes may be obtained from headquarters at Northfield, Mass.—ED.

SOFT LIPS

by Helena Rubinstein

Helena Rubinstein lipsticks have everything your lips desire. You'll love their glorious colours, the hours they stay on, the velvet-soft feeling they give to your lips. Their protective ingredients keep lips smooth, lustrous, invitingly soft. Try their magic on your lips! LIFE RED is Helena Rubinstein's newest lipstick colour—vivid, young, vital! There are many others. 1.00 to 2.00. Junior size, .50.

Put your whole complexion in harmony! TOWN AND COUNTRY MAKE-UP FILM is Helena Rubinstein's unique foundation that keeps your make-up fresh, lovely, and lasting—protects your complexion from sun and wind. 1.00, 1.50.

Helena Rubinstein Face Powders cling like velvet to your Make-up Film, bring a warm, radiant glow, an exquisite soft finish to your complexion. In youthfully flattering, skin-blending shades. 1.00 to 3.50.

helena rubinstein

715 Fifth Avenue, New York
and all smart shops



Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women...Sold by over 6,000 stores, coast to coast. 79¢ to \$1.35.



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MOJUD, JUDSON, VOENRINGER CO. OF N. Y., INC.

NEW to the lowest price field!

Such ROOM, COMFORT, POWER, SAFETY!

HUDSON SIX

MOST AMAZING LOWEST PRICED CAR EVER BUILT

How WELL do you know this new Hudson Six? Of course, you've seen it; probably you've admired its good looks. But it still may surprise you to learn that its rate of sales gain is one of the sensations of the 1940 automobile year. We believe it will pay you to find out why—particularly if you own one of the "other three."

Do you know, for example, that while this Hudson Six is one of the lowest priced cars built today it is also one of the *roomiest*... in seat width, head and leg room, luggage space? And that combined with this *size and room* is the greatest *economy* ever proved by any full-sized car?

Do you know that it has the finest type of inde-

pendent front wheel coil springing, airplane-type shock absorbers, true center-point steering? A combination never before available on any car costing less than \$1400! Or that it's the most *powerful* of all lowest priced cars?

Do you know that it's the world leader in *safety*? Only car with Patented Double-Safe Brakes... "double-safe" because if hydraulics should ever fail (as they can in *any* car), you just push farther *on the same foot pedal* and stop. Only car with Patented Auto-Poise Front Wheel Control, for extra safety *even if a tire blows*.

Your Hudson dealer promises that your first ride in this new Hudson Six will be *the best 30 minutes you ever spent in an automobile*.

AMERICA'S SAFEST CARS ARE NOW AMERICA'S SMARTEST



Greater economy than ever proved by any of the "other three," or any other full-sized car—a certified 1940 record, made in a continuous 1000-mile run under official supervision. Even in ordinary "stop-and-go" driving, which of course uses more gas, Hudson Six economy will amaze you. Top *economy* without sacrifice of *size and room*! Proof of *endurance*, too, that no other car can match—20,000 miles in 12 days, officially certified.

LOWER PRICES... STARTING AT

\$670

for the Coupe, Convertible Sedan, four-door sedan, station wagon, Air-Furn Seat Cushions and leather upholstery standard. \$65 cash, a new car, five-year plan, delivered in Detroit, including federal tax, a. not including state and local taxes, prices subject to change without notice.

NO EXTRA CHARGE FOR THESE: Handy Shift at steering wheel; Dash-Locking Safety Hood, hinged at front so wind can't lift it; New Sealed Beam Headlamps; New Cushion-Action Door Latches; **AIRFOAM SEAT CUSHIONS** (small extra cost in Hudson Six closed models, standard in all others). And at small extra cost Overdrive and Weather-Master Fresh Air and Heat Control.

Drive
WITHOUT A CLUTCH PEDAL!
JUST



A "NEW IDEA"
THAT'S OLD WITH HUDSON
Hudson's Fluid-Cushioned Auto-
matic Clutch, proved by 11 years
and millions of miles of use.

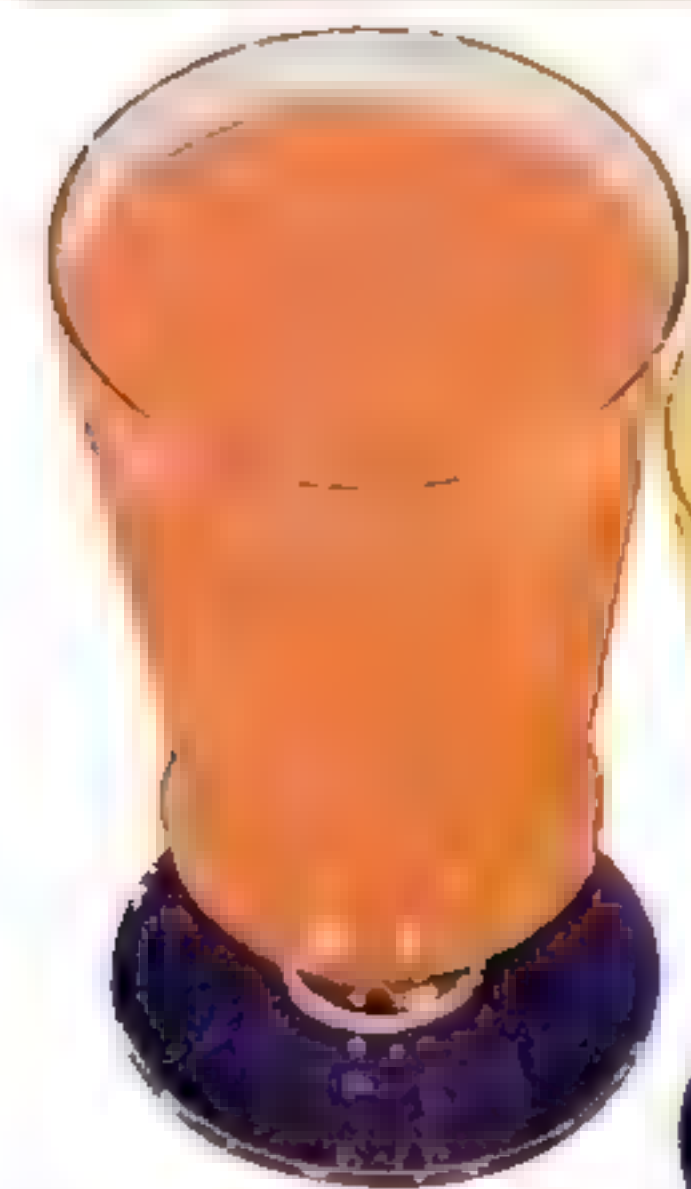
Only \$20 Extra
See your dealer for demonstration

HUDSON OFFERS TODAY'S WIDEST CHOICE OF FINE AUTOMOBILES... In Every Popular Price Class Beginning With the Lowest, Sixes or Eights... Every Popular Body Type... Extra Wide Range of Colors and Upholstery. Whatever Price You Plan to Pay, See Your Hudson Dealer for MORE CAR FOR YOUR MONEY

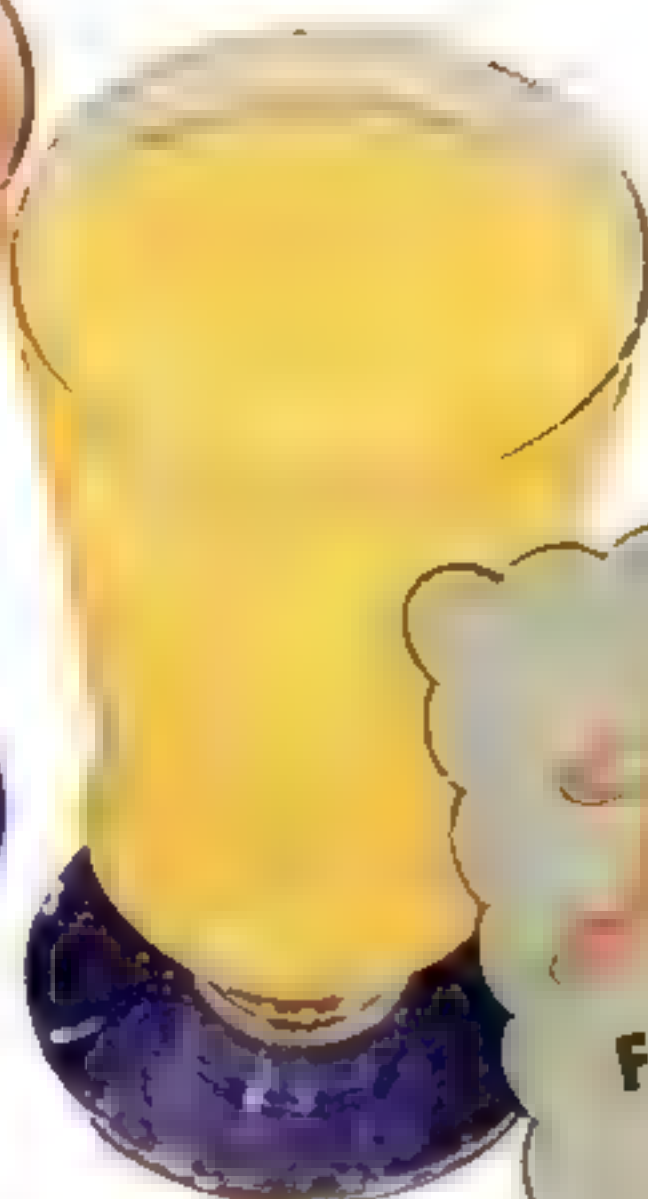
*"Well, I declare!
Sue's serving a different
juice each morning!"*

AND DOESN'T THIS
TOMATO JUICE
TASTE GOOD!

NOW WE'VE
HAD FOUR
LIBBY KINDS!



TOMATO The rich juice of red-ripe prize tomatoes pressed a special Libby way. It is an excellent source of Vitamin C.



PINEAPPLE Unsweetened juice, with the natural tang, pressed and packed by Libby in Hawaii. A good source of Vitamin C.

LOGANBERRY A glorious flavor surprise! The fine red juice of ripe loganberries sweetened some with sugar syrup. Do try it soon.

**FAMILY OF
JUICES**

REFRESHING...
any time o' day!



GRAPEFRUIT Libby's comes with or without sweetening, tastes amazingly like the fresh, tree-ripened fruit. It is rich in Vitamin C.

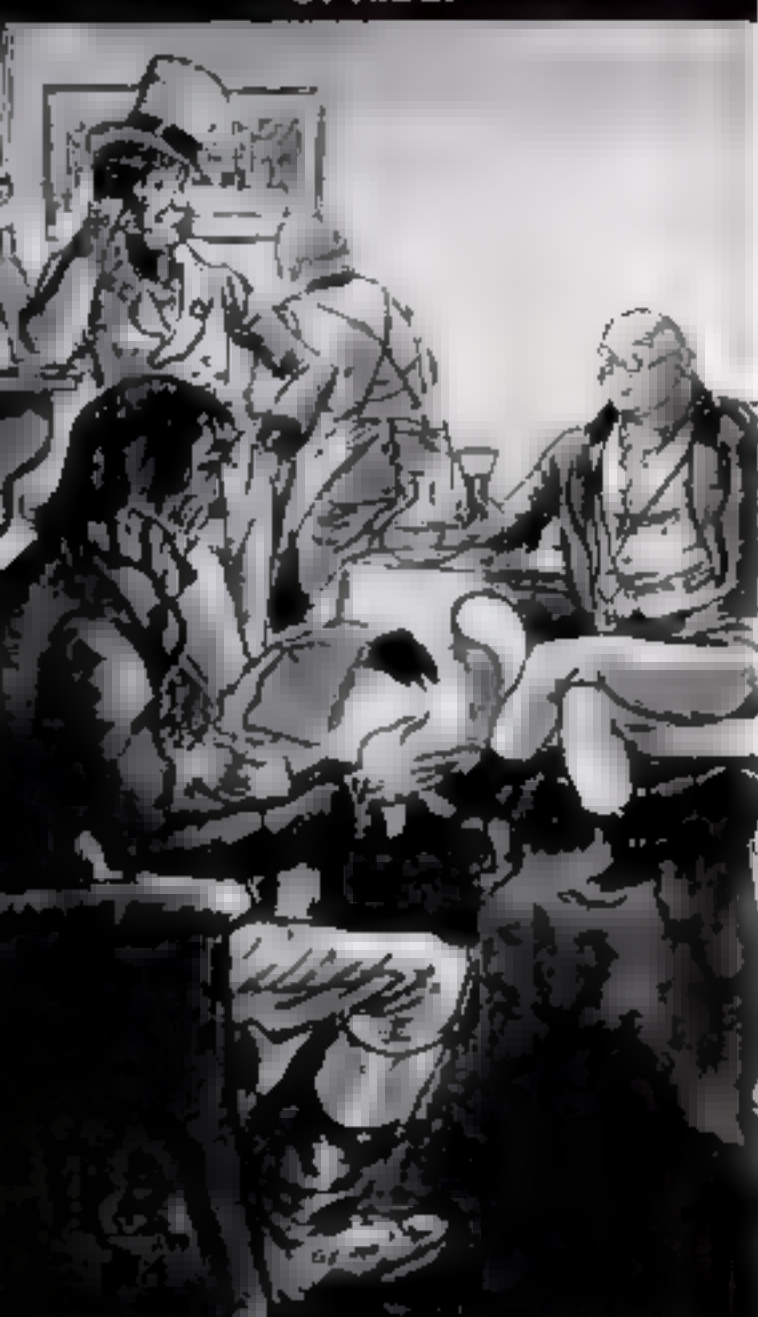
FREE Many Libby's products are available in 100% Recycled Containers. For more information, write to Libby's, 10000 W. 15th Ave., Golden, CO 80401.

JUST OPEN A CAN AND...



Breakfast is different!

★ ★ ★ **HENNESSY** COGNAC BRANDY 84 PROOF



Mr. Pickwick and company, with Mr. Jingle, later to the stroller's tale—Charles Dickens' "Pickwick Papers"

Who can read Dickens without a glow of admiration for the genius that created his inimitable characters? And what connoisseur can experience the quality, bouquet and "clean" taste of Hennessy Cognac Brandy without a tribute to that gallant soldier, Captain Richard Hennessy, who in 1765 gave the world this exquisite product of the vintner's art? Enjoy it as your after-dinner liqueur...and in Hennessy-and-soda.

★ QUALITY
 ★ BOUQUET
 ★ CLEAN TASTE



FLASKS and FIFTHS

Distilled and bottled at Cognac, France.
 JAS HENNESSY & CO - Established 1765.

SOLE U.S. AGENTS: Schieffelin & Co.,
 NEW YORK CITY - IMPORTERS SINCE 1794

FROM LIFE'S CORRESPONDENTS

Famine in Russia

Spencer Williams, author of this uncensored letter, was for ten years representative of the American-Russian Chamber of Commerce in Moscow and for six years Moscow correspondent of the English *Manchester Guardian*. In these capacities he was probably the best informed American living in the U. S. S. R. He is shown in the cut below on a picnic in Moscow with New York Times Correspondent Harold Denny.

Recently Williams left Moscow for London and was last heard from caving the war from Bucharest. (ED.)

London

This past winter brought the biggest food panic to Moscow that I've seen in ten years. The utter disappearance of bread in early January, during the cold wave that touched 43° below zero and at a time when the Finnish war



WILLIAMS (LEFT) AND DENNY

was raging, threw people into a lurch. Food queues grew to fantastic proportions. There was a general rise of from 30% to 35% in prices in the state food shops. People were resentful, sometimes openly angry. Women occasionally slumped to the sidewalk with frozen feet. Ambulances carried them off. Newspapers always announced such cases as due to "drunkenness."

Rice was obtainable only on a doctor's prescription for children with diarrhea. One of the surest signs of the food shortage came when the press resumed printing stories of "starvation in America." One thing, however, in which production never seems to fail in Russia is papier-mâché fairs, bacon and cheese. They were back in the shop windows during the winter in place of the real articles. The windows also displayed milk bottles filled with chalk, and real milk was hard to get for children. The rule is that the greater the shortage of any commodity the more dummies of it are shown in the window display.

Other things besides the food shortage let Russians know that a war against Finland was going on. Returning wounded soldiers could not be concealed. Practice blackouts, badly managed, made people ask if the Finns were really going to bomb the Kremlin. A house-to-house census to collect woolen clothing for the troops in Finland bewildered people who had assumed that the reason they had been

(continued on p. 12)



Four Famous Bostonians.

On upper deck: Hiboy, new tan and white, and Revolt, smart wing-tip buckskin. On lower deck: Balance, all-white buckskin with red rubber sole, and Clayton, wing-tip in white buck and tan Congo calf.

● That's all feet ask of you—shoes that "give them a break"; shoes that rest your weary soles—put them . . . "at ease."

Ordinary shoes won't . . . can't! To feel right, shoes must fit right—must cushion your feet in action! That's why Bostonians are Walk-Fitted. Their Foot-form inner-soles match the form of active feet—support where they should, give where they should—fit from heel to toe.

Get your feet set to go places this summer in Walk-Fitted Bostonians. Sitting, standing or walking—you'll be "at ease", from the ground up, in Bostonians.

Bostonians . . . Whitman, Mass.

\$7.85 to \$11.00

Line-Up for Licking Summer (below) Revolt, wing-tip of fine imported white buck; Hiboy, white and tan moirasin calf with Red Gum sole; and Balance, classic white buck with red rubber sole.



Shoe of the Season is Kendall handsome wing-up, at left. Imported white buck trimmed with rich tan calf, full leather sole and heel. Good to look at—good to be in!

Bostonians

FIT RIGHT - FEEL RIGHT

they're Walk-Fitted

Jim had the funniest reason for liking Spring!

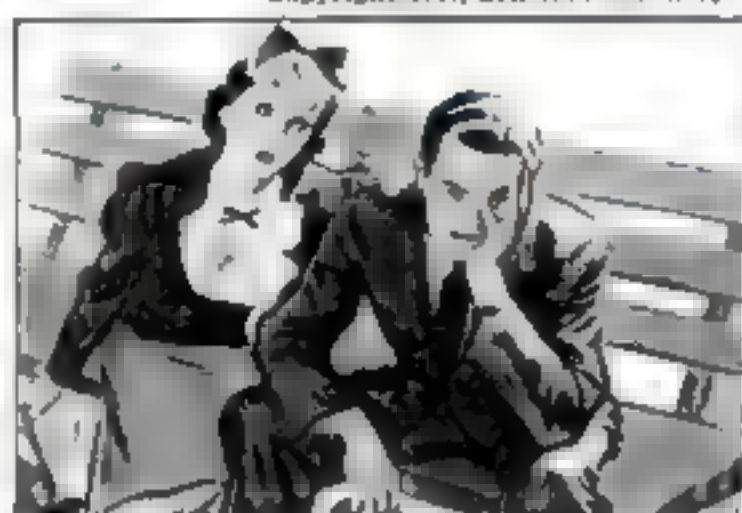


1. I wanted to marry Jim, but he was so grouchy! He hated almost everything. He hated Fall because the leaves come down. He hated Winter, and snow. But he *did* like Spring. "I like Spring," said Jim, "because the nights are getting shorter!"

Copyright 1946, General Foods Corp.



2. "He's gone crazy!" I thought, backing away. Then, "I don't sleep well," he explained. "Long winter nights are terrible! But in the spring and summer the nights are shorter, and I don't have so long to lie awake!"



3. "What keeps you awake?" I wondered. "I'm not sure," he said. "Some people tell me it's coffee. But if it is, that's just too bad 'cause I'm a man who can't get along without it. I just *love* coffee!"



4. "It's not the coffee," I told him: "it's the caffeine. Have you tried Sanka Coffee? It's delicious, and it's 97% caffeine-free so you drink it and sleep!" "Who says I can drink it and sleep?" he grunted!



5. I found a Sanka ad. "Look," said I "the Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden.'"



6. That impressed him. So much so that he tried Sanka. No reason for not marrying the man now! He's as chipper as a June bug, claims he sleeps like a top, and seems to be in love with the whole world—especially me!



SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

No matter how you prefer to make coffee, you can use Sanka, for it comes in both the "regular" and the popular, new "drip" grind.

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia network—see your local paper for time and station.

NOW SELLING AT THE LOWEST PRICE IN HISTORY!

FROM LIFE'S CORRESPONDENTS

(continued)

unable to get woolen goods was because all available wool had already gone to the Army.

Suspensions were also aroused by the laconic war communiques. The Kremlin's panic over anyone finding out anything became evident when Finnish Foreign Minister Tanner broadcast the Finnish case over the same wave length as the Comintern's own station. The Comintern station was thereupon temporarily abandoned.

In September, after the invasion of Poland, Stalin's popularity increased. Thus popularity was soon lost, however, when the corpses began to pile up in Finland. A hungry, shivering people couldn't do an efficient job producing armaments and foodstuffs. Factories clamored in vain for metals and fuels. Metallurgical works slowed down for lack of ore. Mines couldn't maintain their quotas because the miners couldn't stand the pace and the living conditions. They deserted their jobs by the hundreds. The sowing of spring crops was temporarily threatened until the mechanics got back from Finland to run and repair the ever-silencing tractors. And the trac-



LWÓW NATIONAL THEATER

tors couldn't be run so long as petrol was sent to the front instead of to the farms. Doped by his own propaganda that the Finnish workers would receive the Soviets with open arms, Stalin nearly wrecked himself and his country. He was lucky that he was able to scramble out of the war with a victory that was virtually handed to him.

Foreigners reaching Moscow from the Russian-occupied sections of Poland say conditions there are becoming as bad as in Russia. The Poles still look better dressed in their food queues than the Russians do in theirs.

One story that drifted back to Moscow told how the Soviets, anxious to give the impression that normal life had been restored in Lwów, decided on a gala reopening of the opera at the National Theater. Lwów residents allowed to attend were scandalized by the wives of the Red Army officers. Every officer's wife had decided she would have to obtain a low-cut evening gown for the gala occasion. A buying orgy followed. On the opening night the Soviet ladies—to whom corsets and girdles are virtually unknown—strode triumphantly in what they had been assured was proper bourgeois fashion. Their "gowns" were lace-trimmed milk slips. A Lwów shopkeeper—forced to accept worthless Russian rubles—had taken a malicious revenge by telling them that slips were all they needed to wear.

SPENCER WILLIAMS

(continued on p. 14)

For all SPORTS



Congress
SUNORAIN

REVERSIBLE

TWO TONE

Jacket

\$7.95

Preferred by sportsmen everywhere, SunOrain jackets are comfortable, roomy, smartly styled, windproof and water-repellent. Will keep you snug in a gale or dry in a shower. Five reversible color combinations: Forest Green & Fawn, Aspen Blue & Fawn, Lavender Green & Fawn, Leather Brown & Fawn, Navy & Natural.

Look for Congress Pure Wool Flannel Shirts in authentic Scotch Tartan plaid, fine plain colors or bold checks.

If your dealer can't supply you, send his name and address with check or money order for \$7.95, giving your size and color desired. Jacket will be sent promptly. Samples of fabric on request.

Made by
CONGRESS
Sportswear
143 ESSEX ST., BOSTON, MASS.

HOT DAN the MUSTARD MAN

BELIEVE ME, FRIENDS
THIS HAMBURG WINS
A PERFECT FLAVOR SCORE
BECAUSE IT'S SERVED
WITH FRENCH'S
YOU'LL SAY
"IT TASTES
LIKE
MORE!"



IT'S A WOW
FOR FLAVOR!

THIS CREAMY, DIFFERENT
MUSTARD

MILLIONS PREFER IT
LARGEST SELLING PREPARED
MUSTARD IN U. S. A. TODAY



"MAN—YOU SURE ARE CRAZY!"

SELENA: Here the boss has been givin' you practically new shirts all these years—and you go and spoil it!

SAM: All I said was, "Boss, how come you don't buy the kind that won't shrink outa size after they're washed?"

SELENA: Shootin' off your big mouth!

SAM: And he says, "What kind of shirts? If you mean that pre-shrunk kind, it's no dice!" he says. "Most of them shrink, too."

SELENA: And plenty!

SAM: So I says, "No suh, boss. I ain't talkin' about no pre-shrunk shirts. It's Sanforized Shrink I mean."

"What's the difference?" he says.

"A lot of difference," I tells him. "Don't you ever read the magazines? Seems this Sanforizing process takes all the shrinkin' out of a fabric, down to a measly

little ole 1%. And boss," I says, "when a shirt's got the Sanforized-Shrunk label on it, I know it can't shrink out of size."

SELENA: You know too much—that's your trouble!

SAM: Right off, the boss wants to know where he can get 'em. "Anywheres," I says. "All the stores sell Sanforized Shrink shirts now—most any style or make you want. Don't cost any extra."

SELENA: Humph! I s'pose you told him where he could get Sanforized shorts and pajamas, too—so you won't get no more of them, either.

SAM: We-ell, fact is, I did. But listen, Selena! With that, he peels off a wad of bills and tells me to get him a half dozen of everything, and keep the change.

SELENA: What change? I ain't seen none of it yet.

SAM: The change is gwine to be on me! Boy, I got me some of the swellest, fanciest Sanforized-Shrink shirts you ever seen on anybody!

HERE'S YOUR CHANCE, SELENA —

Tell the missus that Sanforizing will end shrinking troubles in everything made of cotton, linen, or spun rayon



Women's Dresses Slip Covers & Draperies Nurses' Uniforms Children's Clothes Slacks, Work Clothes

FOR PERMANENT FIT—LOOK FOR THE WORDS—**SANFORIZED-SHRUNK**

When you have to watch pennies you sure welcome

the Big tube

that lasts 3 months!



Cleveland, Ohio—Careful planning makes it possible for many working girls to buy themselves small luxuries they wouldn't otherwise be able to afford, according to Catherine Church, a local stenographer. "For instance, I know a fine, economical dentifrice," says Miss Church, "I get Listerine Tooth Paste, because it lasts me 3 months . . . and costs me less than 14¢ a month."

YES, SIR! When day-to-day expenses empty that pay envelope almost before you open it . . . when buying some little luxury means scrimping on necessities . . . you certainly do appreciate that big economy tube of Listerine Tooth Paste.

Just think of it! The 40¢ tube lasts three whole months . . . even when you use a full $\frac{3}{4}$ inch of paste per day . . . still longer if you use less!

The secret of this economy? Well, one important factor is a new-type ingredient in Listerine Tooth Paste—Luster-Foam detergent. This wonderful new laboratory achievement makes possible a real tooth cleansing and polishing job with only a small amount of paste.

Luster-Foam quickly sweeps tooth surfaces clean of food particles and other loose deposits. Then this wonderful new-type ingredient rushes to get after many of those tiny crevices where, according to some authorities, more than 75% of decay starts. And at the same time the paste polishes your teeth and helps to bring out the gleam and flash of their natural brilliance.

Remember, this grand new dentifrice is a Lambert product. That means you economize without any compromise on quality. So start with the New Listerine Tooth Paste, containing Luster-Foam detergent, today. Ask at any drug counter for the big 40¢ tube. Use as much as $\frac{3}{4}$ of an inch a day, and it will last you three whole months!

LAMBERT PHARMACAL CO., St. Louis, Mo.



DOUBLE
SIZE
40¢

Costs you less than 1/2¢ a day!

FROM LIFE'S CORRESPONDENTS

(continued)

McNary's Chances

Portland, Ore.

Republicans in the Pacific Northwest are beginning to maintain that the strongest possible candidate the Party could select is Senator Charles L. McNary of Oregon, minority leader in the U. S. Senate. This claim gathers emphasis with passing weeks. It is based on the belief that the G. O. P. must get the farm vote to win the election.

As McNary's backers see it, the Republicans will make decisive gains in the industrial East regardless of whom they nominate. The election will be decided in the Corn Belt and the Far West. Who among the Republicans would have as good a chance in these areas as McNary?

So far as his congressional voting record is concerned, McNary is sitting pretty. He has opposed the New Deal on such fundamentals as the Court-packing bill, government reorganization and scandals in relief. On the other hand he has gone along with virtually the whole social-welfare program and has excelled Mr. Roosevelt in a desire to aid the farmers.

When Senator Taft in February proposed to slice \$3,000,000 off the appropriation for the TVA, McNary



REPUBLICAN SENATOR McNARY

resisted. This gives him the friendliness or beneficent neutrality of Senator George Norris and other public-power boosters. At the same time McNary, as Republican floorleader, has the solid backing of the G. O. P. regulars.

Early in 1936 the late Senator Jim Couzens, multimillionaire progressive Republican from Michigan, wanted McNary to run for the Presidency. He offered to put up \$100,000 to start the campaign. McNary scribbled something on the back of a Senate restaurant menu and slid it across the table to Couzens.

The Presidential bee is a deadly bug, I've seen it work on others. Oh, Lord, protect me from its hug And let it sting my brothers.

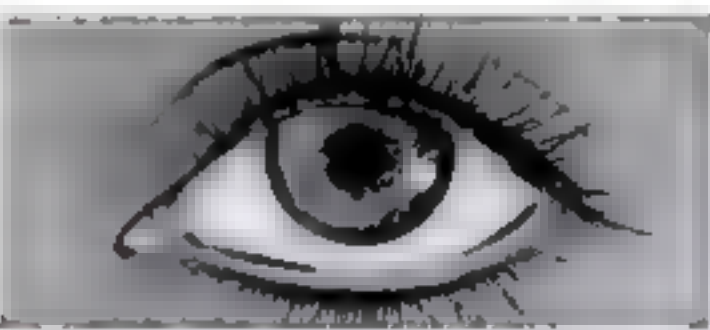
Now McNary has changed his mind slightly. His name is entered on the Oregon primary ballot for the Presidential referendum May 17. He will have the delegates from his home State and the backing or sympathy of the delegates from neighboring Western states such as Idaho, Washington and Montana. His friends think that at the showdown he will emerge as the one G. O. P. candidate capable of cinching the rural vote and victory.

RICHARD L. NEUBERGER

Clear, Soothe TIRED EYES in Seconds!



Only TWO DROPS of this eye specialist's formula are needed to SOOTHE and REFRESH dull, tired eyes . . . Its special EXCLUSIVE ingredient quickly CLEARS eyes red and inflamed *(from late hours, fatigue, driving, overindulgence, etc.).



Thousands prefer stainless, sanitary, safe EYE-GENE, because it is quickly EFFECTIVE in making EYES FEEL GOOD. WASH your eyes with EYE-GENE today. On sale at drug, department and ten-cent stores.

USE
EYE-GENE



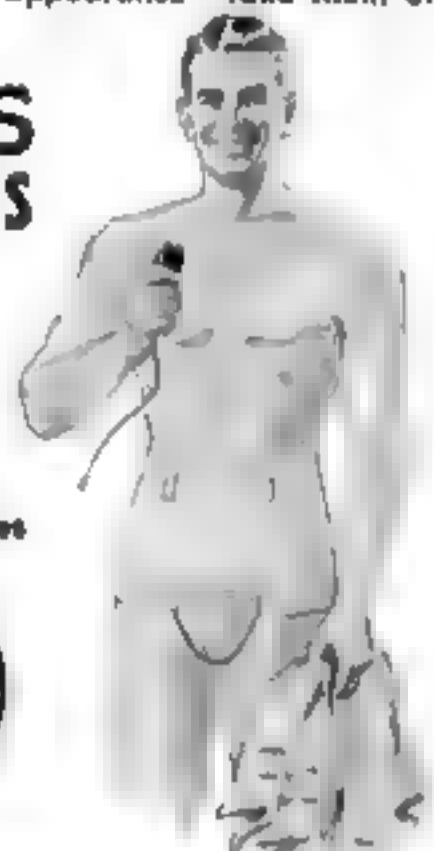
Guard Your Youth Line

If you've been putting inches on your waistline and years on your appearance—take them off with—

**PARIS
GARDS**

\$2

With TWO
detachable,
fly-front pouches



STREAMLINE YOUR WAISTLINE

Restore trim athletic appearance . . . Assure ample support for sports activities . . . Promote correct posture . . . Relieve fatigue from walking and driving . . . Provide post-operative protection.

A masculine garment scientifically designed and expertly tailored of finely knit elastic by the makers of Paris Garters, Suspenders and Belts—and that means Quality.

Also Paris Lacer Gards with patented Lacer adjustable front \$2.50. If your dealer cannot supply you clip this Coupon to clip inches off your waistline. Satisfaction Guaranteed.

MAR-O-GRAM

A. STEIN & COMPANY
1167 West Congress Street, Chicago, Illinois
Please send me _____ PARIS GARDS at \$2 each.
Please send me _____ PARIS LACER-GARDS at \$2.50 each.
Waist size _____ Enclosed is Check _____
Money Order _____ Currency _____ for \$ _____
Name _____
Address _____
Dealer's Name, Please _____

How to dispel the FOG

about new car delivered prices

It's easy to understand why a new car costs more at your door than at the factory where it's made.

It has to be shipped to you, for one thing—you may have state or local taxes to pay, for another — and possibly you'll want certain special accessories or equipment.

But knowing all that, don't you sometimes still wonder how delivered prices reach the figures that are quoted you?

The reason for that is really simple, too.

Most folks want to get as much for their old car in trade as they possibly can. That's what brought about the "pack"—an extra unexplained amount added to the delivered price of the new car to provide leeway for a larger trade-in allowance on the old.

This may make you think you are getting a better deal—though actually you may pay out more

money in the end for the new car.

General Motors dealers believe you have a right to know exactly what you get for what you pay.

That's why you find price charts in their display rooms, that list *all* items in the delivered price.

These charts show the charge for the car itself, the charge for transportation, based on rail rates, the dealer's charge for optional equipment or accessories you may elect to buy.

Add them together and you get the total delivered price. Subtract what you are offered for your old car, and you have the *money difference* the new car costs you in cash.

You find all the "fog" cleared away from delivered prices and you can measure *value* by the new-car price, not by what you're offered for your old one.

Why don't you ask the nearest General Motors dealer to tell you more about "plainview" pricing?

LOCAL DELIVERED PRICES 1940 GENERAL MOTORS CARS

PRICE OF CAR	
TRANSPORTATION CHARGE	
CASH DELIVERED PRICE OF CAR	
OPTIONAL EQUIPMENT & ACCESSORIES	
TOTAL CASH DELIVERED PRICE	

STATE AND LOCAL TAXES IF ANY EXTRA

TO INCREASE VALUE IS TO ENRICH LIFE

EXTRA 1 PERCENT APPLICABLE TO ALL CARS WITH NEW TIRES

This is the kind of price chart used by General Motors dealers to show what makes up the prices of new cars delivered to customers. "PRICE OF CAR" means the price the dealer charges you for the car itself, including reimbursement for Federal Tax and conditioning—"TRANSPORTATION CHARGE" means a charge for transportation from factory to you, based on rail rates—"OPTIONAL EQUIPMENT AND ACCESSORIES" means the charge for any extra equipment or accessories you elect to buy.

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE •



BUICK • LA SALLE • CADILLAC

"This child will HATE you some day, Mary!"

In which a wise
old uncle gives some new
tips on child care.



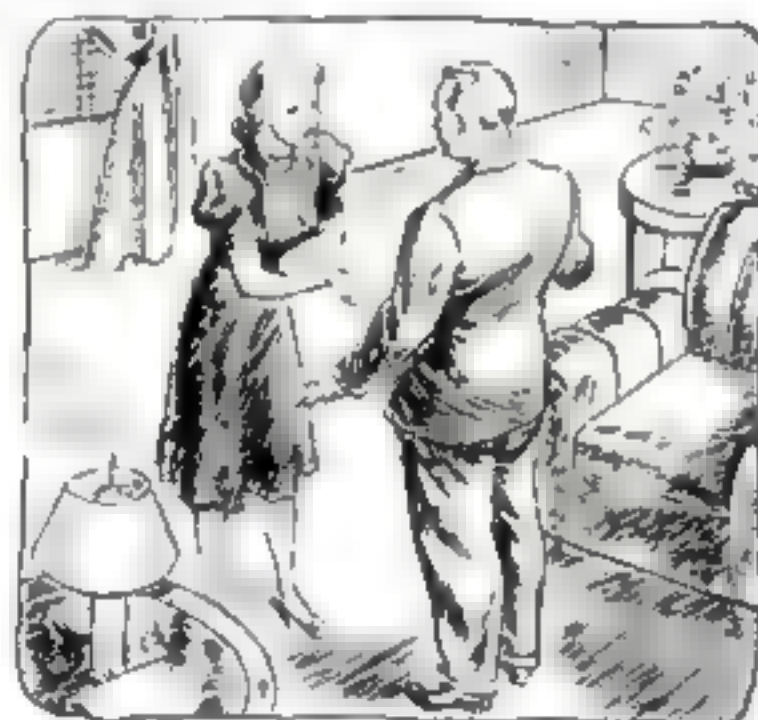
1. MARY: Oh, uncle...you're always imagining things.
UNCLE: I don't need much imagination to know when a child looks plumb scared to death.



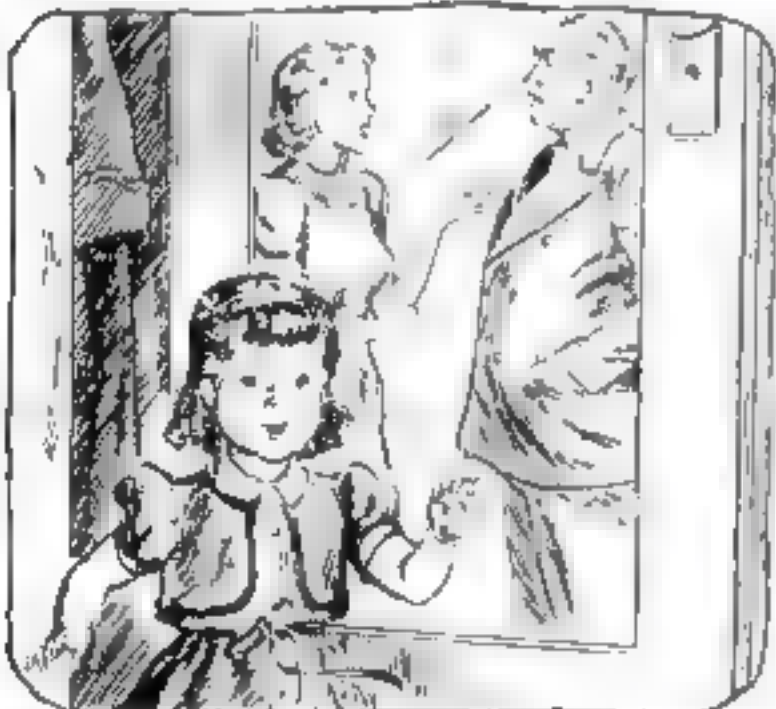
2. MARY: She's just acting. But she can't fool me! I'll make her take it!
UNCLE: You don't mean to say you're going to use force! Why, that's an old-fashioned an' goose grease!



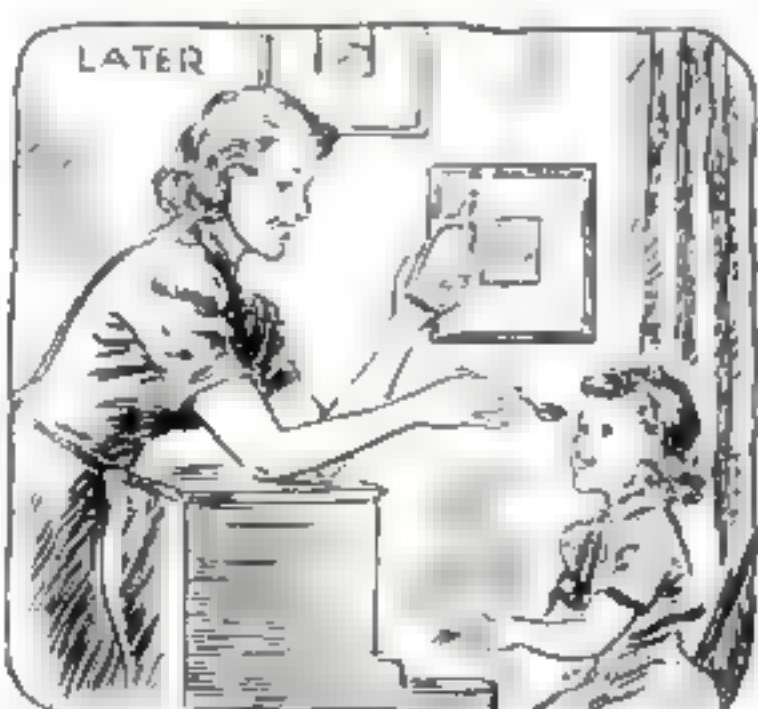
3. MARY: I don't want to argue any longer! She needs a laxative and she's going to take it whether she likes the taste or not.
UNCLE: Using force won't do a mite of good. Fact is, it can throw a youngster's nervous system clean out of kilter.



4. MARY: Who said so?
UNCLE: The doctor I play golf with. I told him all about your laxative battles. And he said a child should get a nice-tastin' laxative, but not one made for grown-ups. So he suggested Fletcher's Castoria.



5. MARY: Fletcher's Castoria! I thought that was only an infant's laxative...
UNCLE: Doc says Fletcher's Castoria is made for all children up to 11. It's SAFE. It has no harsh drugs, it doesn't gripe. You can't find a better-working laxative!



6. LATER: Mother giving child Fletcher's Castoria.
HELEN: Ooooooh, Mommy I LOVE this!
MOTHER: It's Fletcher's Castoria, just like Uncle Joe suggested. You won't be scared of Mommy any more, will you, dear?

Chas. H. Fletcher

CASTORIA

The modern—SAFE—laxative made especially for children

LIFE'S PICTURES



Some of the best color photographs of America that ever came into LIFE's office were taken by LIFE's staff cameraman, Horace Bristol, for the story on New Mexico (see pp. 70-76). Bristol made two long trips across the State to complete his story. He ran into most complications with the Indians who wanted to collect modest fees every time Bristol took a picture. Once when Bristol flew over a pueblo for an air shot, the whole village turned out and stood on the roofs to watch the airplane. When Bristol landed, the chief came over and gravely said that since the picture included everyone in the village Bristol was expected to pay at the rate of \$1 per inhabitant. The pueblo had 800 inhabitants. Bristol settled for a very nominal sum.

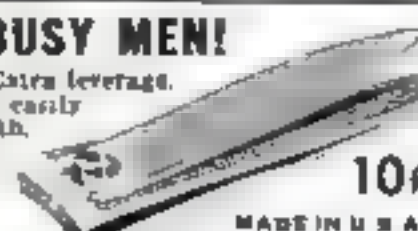
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88, 89—CARL MYDANS—CARL MYDANS—CARL MYDANS (2) & W. GULLERS from B. A.
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98, 99, 100, 101—JOHN PHILLIPS
102—WALLACE BIRKLAND JR.
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104—W. W.
105—Map by A. SOGARD
106—KISENSTADT-PIX
108, 109—JOHN PHILLIPS—JOHN PHILLIPS & NELSON MORRIS from B. A. JOHN PHILLIPS
112, 113, 114, 117—K. HALL
118, 119—HART PRESTON
120—PETER A. JILLEY, PETER A. JILLEY CONTRA-REYN GALLERY, ELLSWORTH FORD, CONTRA-REYN FRANK & M. REYN GALLERY
121—HART PRESTON
122—FRED Y. SAMMON
123—DR. DEBT MALONE
124—BRO. C. H. KISENSTADT-PIX

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; COPIE, COPY; LT., LEFT; RT., RIGHT; T. TOP; A. P., ASSOCIATED PRESS; B. A., BLACK STAR; B. & E., HARRIS & EWIN; INT., INTERNATIONAL; W. W., WIDE WORLD

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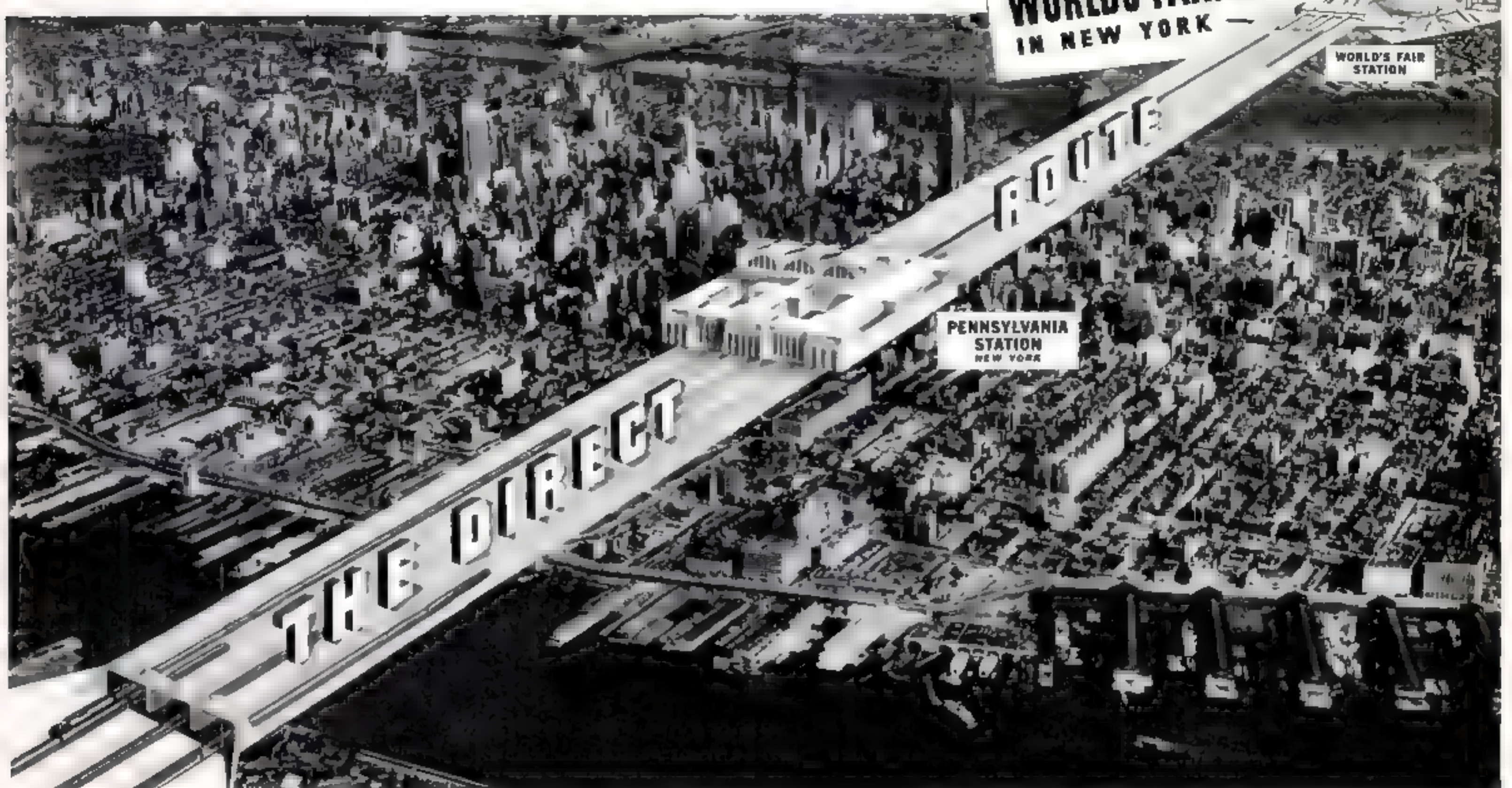
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THE DIRECT ROUTE... best in '39, best in '40!



Cut right through traffic complications—from beginning to end! No hot weather travel over crowded highways...

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As your Pennsylvania Railroad train from West or South glides smoothly into the great Pennsylvania Station in New York, merely step to a waiting electric train...in 10 minutes, for 10 cents, you're at the main gate of the Fair. That's all there's to it!

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See Washington, Going or Returning. Costs you *nothing extra*. Your ticket is good via the Nation's Capital if you come from West of the Pittsburgh area, the South

or Southwest. Stop off at Philadelphia, see the Liberty Bell. Take in Atlantic City also—just an inexpensive side trip.

Plan now to see the Fair and go by "The Direct Route!" Enjoy the ride—enjoy the savings. Your local railroad representative or travel agent will be glad to give you all the facts, including information about the new low cost all expense tours.

PENNSYLVANIA RAILROAD

DIRECT ROUTE TO THE WORLD'S FAIR...STATION ON FAIR GROUNDS

And what a Fair this will be!



MORE TO SEE—LESS TO PAY! Admission this year adults 50c, children 25c. More free exhibits, more free amusements. Less for food, too!



RAILROADS ON PARADE— "hit" of the Fair of '39, back again with even more thrills! Put it first on your list of things to see.



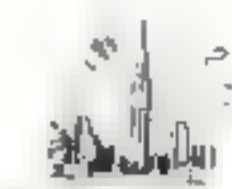
A SUPER CARNIVAL day and night—that's the spirit of the Fair of '40! There's a "Gay White Way" that dims even old Broadway!

FARES TO THE FAIR EVEN LOWER THAN IN '39

Examples of Coach Fares to New York

	One-Way	Round-Trip
From Chicago	\$18.20	\$32.25
From St. Louis	21.15	37.75
From Indianapolis	16.25	24.35
From Cincinnati	5.50	22.55
From Cleveland	1.45	7.15
From Pittsburgh	4.40	14.00

Round-Trip Ticket good for 14 Days
STILL LOWER FARES—Week of 7 Days from New York to Chicago, \$18.20; to St. Louis, \$21.15; to Indianapolis, \$16.25; to Cincinnati, \$5.50; to Cleveland, \$1.45; to Pittsburgh, \$4.40. Ask about low Pullman fares.



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Not even more
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New Club Lounge—new cars, new extra spacious wash rooms—new service features on the Trail Blazer. Four new extra coaches between Chicago and New York. Observation Car. Radio. Smart Diner serving new, priced meals for 75c, breakfast 10c. Reserved Seats, Attendants. All at reduced fares!

SPEAKING OF PICTURES . . .



Ready for outbreak of war, a 110-lb. bomb is loaded onto a Junkers Ju. 87 bomber, camouflaged with evergreens, at a secret German air base by a wood near the Polish frontier.



Air raids against Poland began when these youthful German bombing crews were called together by their first lieutenant (center), who pointed out the targets on maps.



Heinkel torpedo bombers patrolled the Baltic with loads of four 110-lb. bombs or one 2,200-lb. torpedo on the lookout for the Polish Navy. Winged sword is their insignia.



In the nose of a Heinkel bomber the Nazi bombardier mans the forward machine gun ready to strafe roads clogged with disorganized Polish troops and fleeing refugees.



These empty, roofless remains are all that was left of Warsaw's Jewish quarter after the German bombing raids. The horseshoe-shaped

structure, completely ruined, used to be a market place. This photograph was taken after Warsaw capitulated at end of 20-day siege.



The burning homes of peasants mark where German incendiary bombs fell in an air raid. In

... NAZI WAR FILM, "BAPTISM OF FIRE," COWED NEUTRALS

Shown here are stills from the German Air Ministry's propaganda film *Baptism of Fire* (*Feuertaufe*), photographed by Nazi fliers as they devastated Poland. Vivid as these scenes of destruction are in their own right, they are even more gruesome in the actual film.

To the crisp crackle of machine-gun fire, the whine of anti-aircraft shell and the dull, distant thud of bursting bombs in the film's sound track, *Baptism of Fire* proceeds relentlessly from shots of German planes waiting for the zero hour to scene after scene of wrecked bridges and railroads, gutted cities and towns. At its climax, with the camera hovering above the desolate ruins of once-proud Warsaw, the film's narrator warns: "Mr Chamberlain, this is your fault. You will be the guiltiest of the guilty if this happens to England."

The hour-long film unwinds to the strains of *Bombs on England*, the picture's theme song, and in the final fade-out a German bomber zooms in a power dive over a map of Britain.

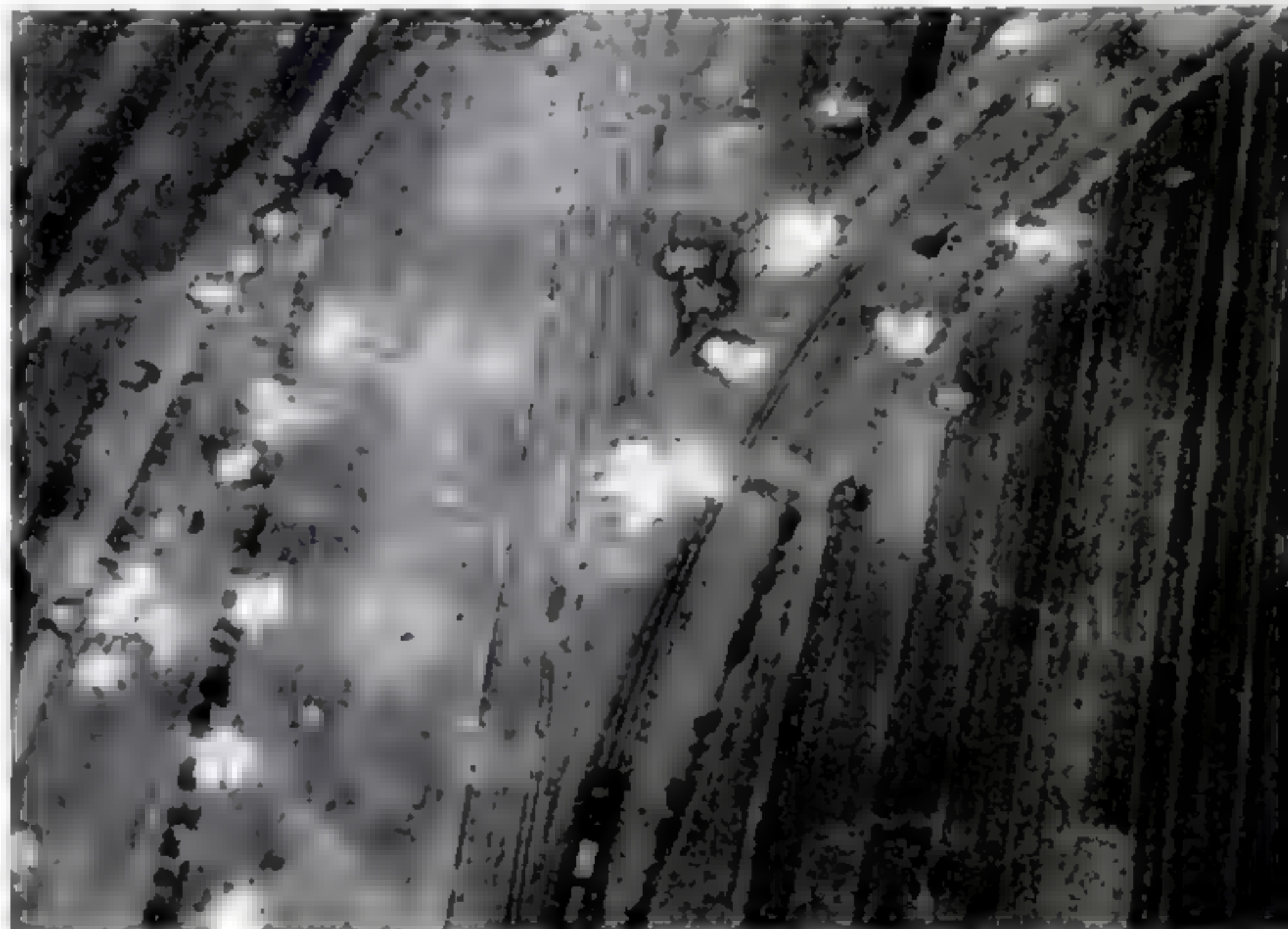
Based on the theory that Might Makes Fright, *Baptism of Fire* was not designed to foster good will but to terrify audiences in neutral nations with fear of German strength and *Shrecklichkeit*. At its premiere in Bucharest on March 20, the German Minister showed it to high Rumanian officials who sat speechless and stupefied. Two days later Germany demanded more Rumanian oil. It was next released in Berlin and at the German Embassy in Rome, where Italians greeted it with icy silence.

On April 3 the German Minister at Copenhagen and on April 6 the Minister at Oslo invited a hand-picked list of Danish and Norwegian officials, including Army officers, to see it. Their horror was scarcely diminished when later, over champagne and a midnight buffet, the German Ministers explained that this was a "peace" film that showed how neutrals could avoid Poland's fate by co-operating with Germany. Three nights later Norway and Denmark, having seen what a "baptism of fire" looked like, were offering little resistance to their Nazi invaders.



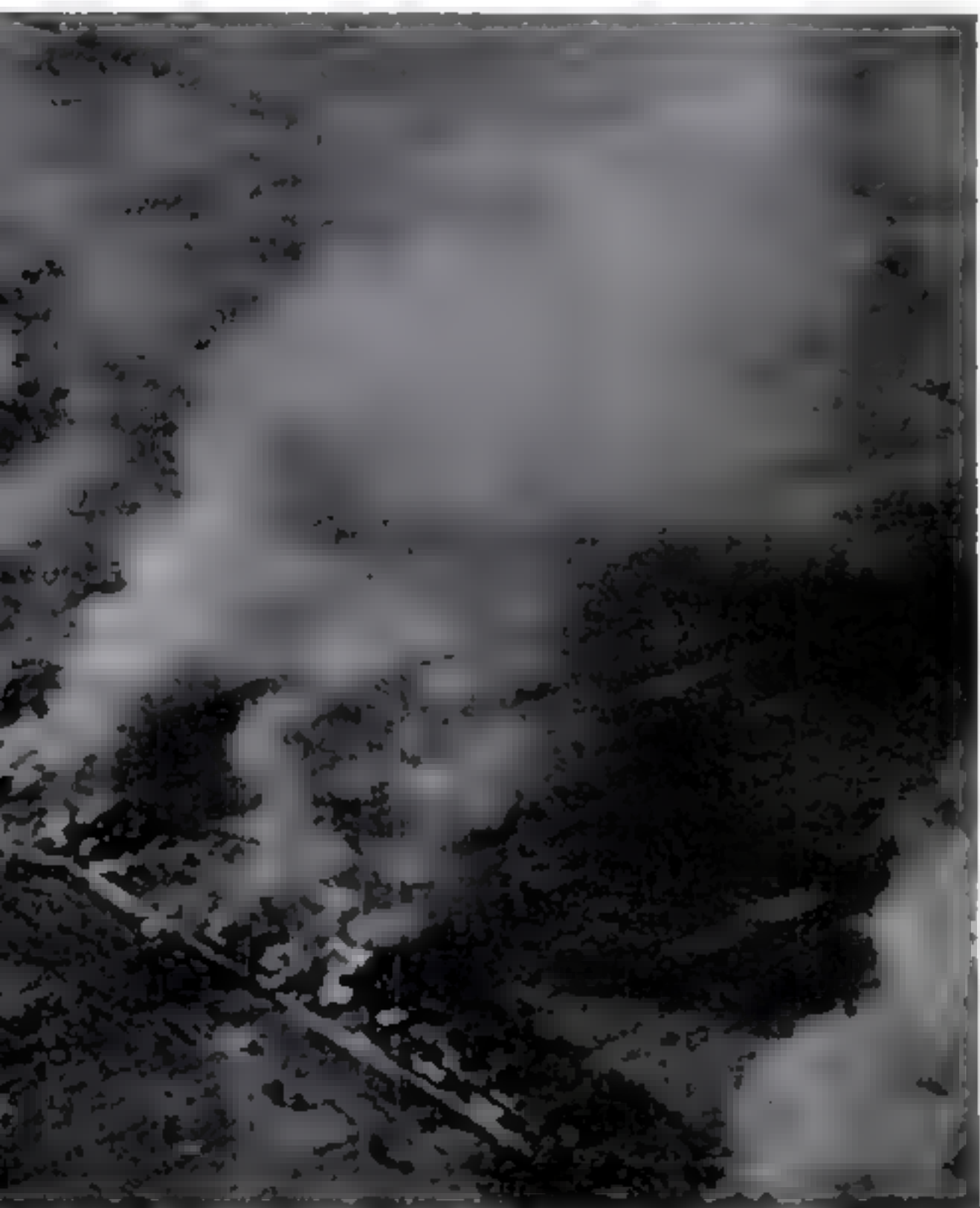
The President's Palace in Warsaw was pulverized by bombs that set fire to the roof, smashed through the building at the left on the courtyard and ripped

off the tower of the entrance (right). After the siege crowds gathered to see the ruins of what was once the home of President Moscicki and Polish kings.



Upon this railroad and the tree-lined motor road (left) approximately 35 German bombs were dropped, halting a freight train (bottom). After the railroad

bridge across the Vistula near Modlin was destroyed (below), German engineers rapidly assembled a pontoon bridge (left), built a new road leading up to it.



the film Göring says "As you fliers kept your promise to annihilate Poland, so will you keep your promise to tackle and destroy England and France."



JUST OFF THE BOAT FROM HAVANA:

Octavus Roy Cohen O.K.'s HAVANA TASTE of NEW WHITE OWL



OCTAVUS ROY COHEN, one of America's top-notch fiction writers, recently returned from his latest of many trips to Cuba. We interviewed him at the dock, while his memories of Cuba were still fresh in his mind.



OWL: Welcome back, Roy. Been down for some Havana inspiration?
COHEN: Been down for it—and brought it back... plenty of bunches for new stories.



OWL: I suppose you've kept the edge on your keen taste for Havana cigars... you'd know a true Havana flavor?

COHEN: Guarantee to spot it at ten paces.

OWL: Will you do us a favor... light up one of our new White Owl Cigars and tell us whether or not you think it has a Havana flavor?



COHEN (puffing cigar): Right! Of course, it is a lot milder than the all-Havana cigars of Cuba—but it sure has a real Havana flavor!

MR. COHEN is known to his friends as a "Havana commuter" because of the frequency of his trips to Cuba. A connoisseur of fine Havana tobacco, he knows intimately the rich taste of a good cigar. Note what he says about the new White Owl.

The new blended-with-Havana White Owl does have a rich Havana flavor—thousands of smokers will go along with Octavus Roy Cohen on that. And the fact that you now can get this preferred cigar taste in a good 5¢ cigar accounts for White Owl sales record. Are you missing out on this cigar "find" of the year?



NOW
BLENDED
WITH
HAVANA!

Try a

NEW

WHITE OWL—Today

5¢

See how the new White Owls are made—New York World's Fair, 1940—opening May 11th
Copyright 1940 by General Cigar Co. Inc.

SPEAKING OF PICTURES

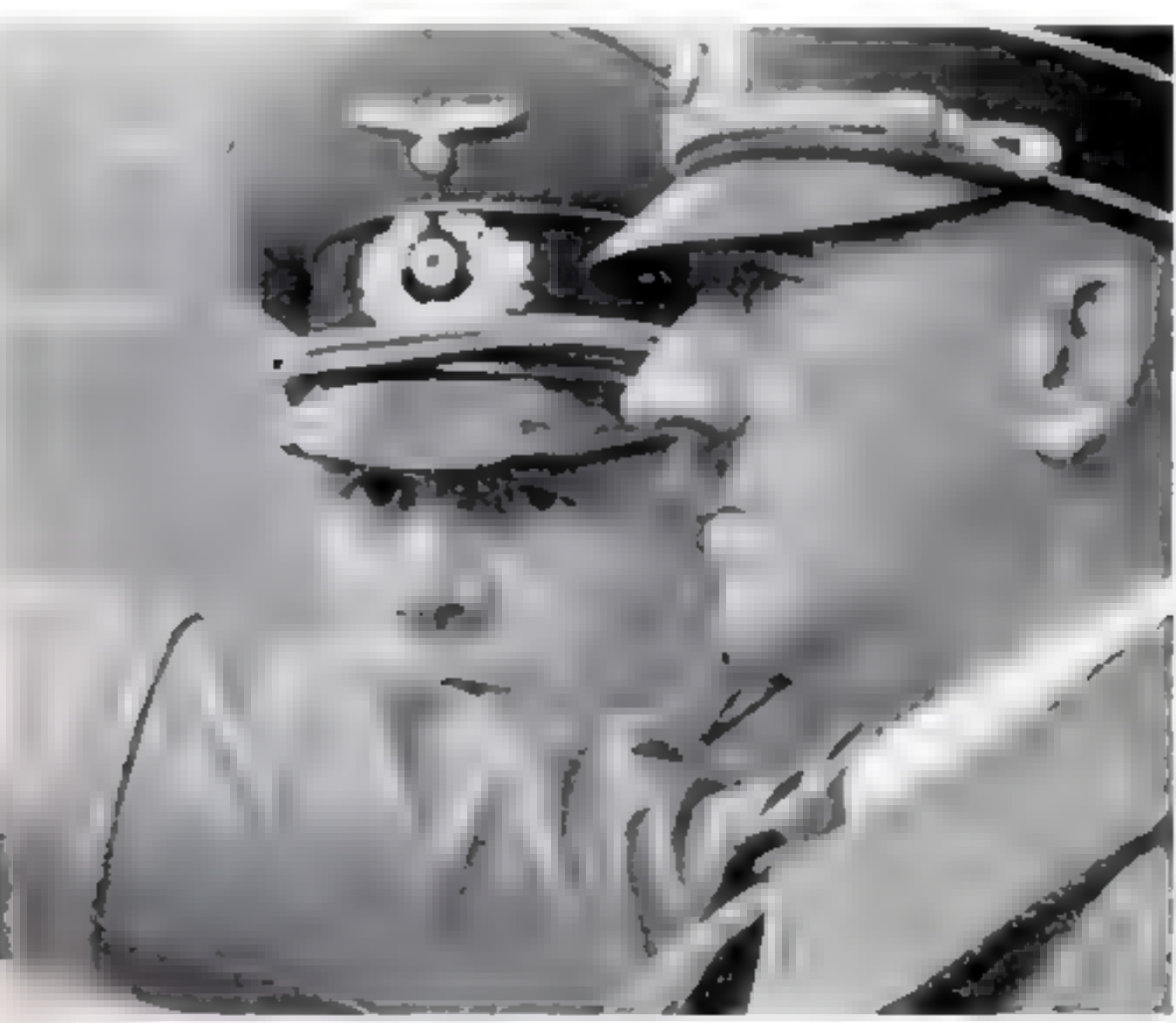
(continued)



This Polish reconnaissance plane, an old two-seater, crashed and burned when shot down by German plane. The machine gun in the cockpit's seat still points skyward.



This Polish artillery battery was wiped out by German bombers while fording stream. A dead horse, smashed guns, wrecked ammunition carts litter the desolate scene.



Hitler and General von Brauchitsch, commander of Nazi Army, met on October 5 when Hitler came to review troops as they took over Warsaw after 26-day blitzkrieg.

There's One in Every Neighborhood!



1. **ONE DAY** Marge and I are having ourselves a cozy little gossip when up strolls this neighbor we call "Mrs. Trouble." You know the kind that is full of conversation—but only about *herself*, and usually about her *ailments*? Well, today it was the irregularities of her intestinal tract.



2. **AFTER SHE HAD GONE**, Marge, the imp, sparks an idea. "These eternal sympathy-seekers!" she says. "Most of them just don't eat right. I'll bet a little 'bulk' of the right kind in her diet would take the blues out of her conversation. Let's be her fairy god-mothers, and send her a letter and a package of KELLOGG'S ALL-BRAN."



3. **"MADAME, WE'LL SAY**, 'why endure your constipation first, and then try to "cure" it with purgatives? Better to get at the *cause*—and *pre-vent* it! If it's the common kind that's due to lack of "bulk," ALL-BRAN should do the trick. Eat it regularly and drink plenty of water.'



4. **I FORGOT ABOUT IT**, until one day when Marge and I were together, in waltzes our "Mrs. Trouble" as chipper as a robin on a May morning. "A friend of mine told me," she says to Marge, "that it's to *you* I'm indebted for a wonderful favor. I've knitted you a little sweater to celebrate my joining the 'regulars' with KELLOGG'S ALL-BRAN."

Join the "Regulars" with
KELLOGG'S ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK COPYRIGHT, 1940 BY KELLOGG COMPANY



"What makes you think
I NEED a safety tire?"

"Because the wheels on your
present car are smaller than they
were on your old car, Mr. Sloaker.
Tires on modern cars revolve
TWICE as fast as they did four
years ago. You need a tire that can
stand up under the greater
heat produced"



Seiberling presents the ONLY tire that EXPELS blowout producing heat BUILT ON 3 ENTIRELY NEW SAFETY PRINCIPLES

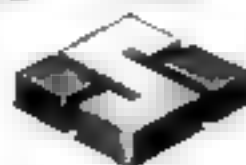
1. Patented shoulder vents pump out the internal friction-heat that causes blowouts! The friction heat generated internally by a tire traveling at high speed (or under-inflated) creates a blowout hazard and also causes fast tread wear. This Seiberling tire expels this friction heat—affording you more safety—more mileage. *No other tire in the world has this remarkable safety feature!*

2. A remarkable "saw-tooth" tread that "sticks out its claws" to pull you to a safe, quick stop! Silent as night when your foot is on the accelerator, this tread becomes a clawing tiger that digs its talons into the road, when you apply the brakes. You stop quickly—and you stop in a straight line because of the exceptional resistance to side-skid this modern, "saw-tooth" tread gives you.

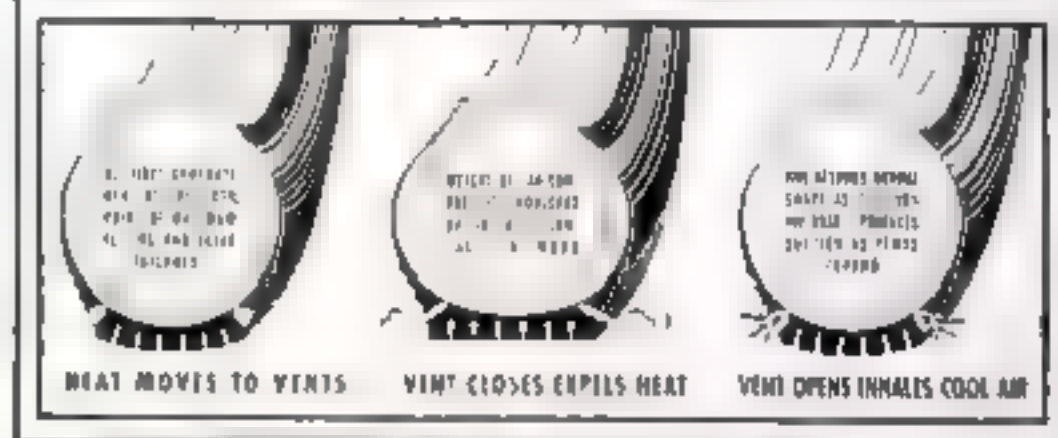
3. Exclusive "Saf-flex Cord" protects you against stone bruises and carcass ruptures! Many accidents are caused by an unseen rupture inside a tire. Incurred days or weeks before, it suddenly expands under the strain of high-speed driving and explodes. "Saf-flex" Cord, has an amazing resistance (nearly twice that of ordinary cord) to bruising and rupture. It makes this Safety Tire as tough INSIDE as out.

*Protect yourself and your family with this safer tire.
Dealers offering extra generous Spring trade-ins NOW!*

The
SEIBERLING
SAFETY TIRE



Safer! Because It's "Heat-Vented"



IT LASTS LONGER BECAUSE IT RUNS COOLER

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LIFE'S COVER. The girl on this week's cover wears a 1940 revival of an age-old fashion, the shawl. Unhampered by the fact that shawls were originally intended to cover the shoulders, modern wearers play any number of tricks with them. Draped over the blonde head of decorative Ernette Mueseler is a square of pale blue silk with a printed flower pattern in 35 soft colors. Applied by screen and handblock, the design is an exact reproduction of a floral piece by a 19th century Dutch painter, Van Staensdonck. For more shawls, see p. 64.

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For the loveliest
Mother



Compliment
your charming
mother . . . and
your children's lovely

young mother too! . . . with the same sweet

thought . . . Yardley's English Lavender. Both will

adore the exquisite, ultra-femininity of this perfume

that for years has been the favored choice

of discriminating women on both

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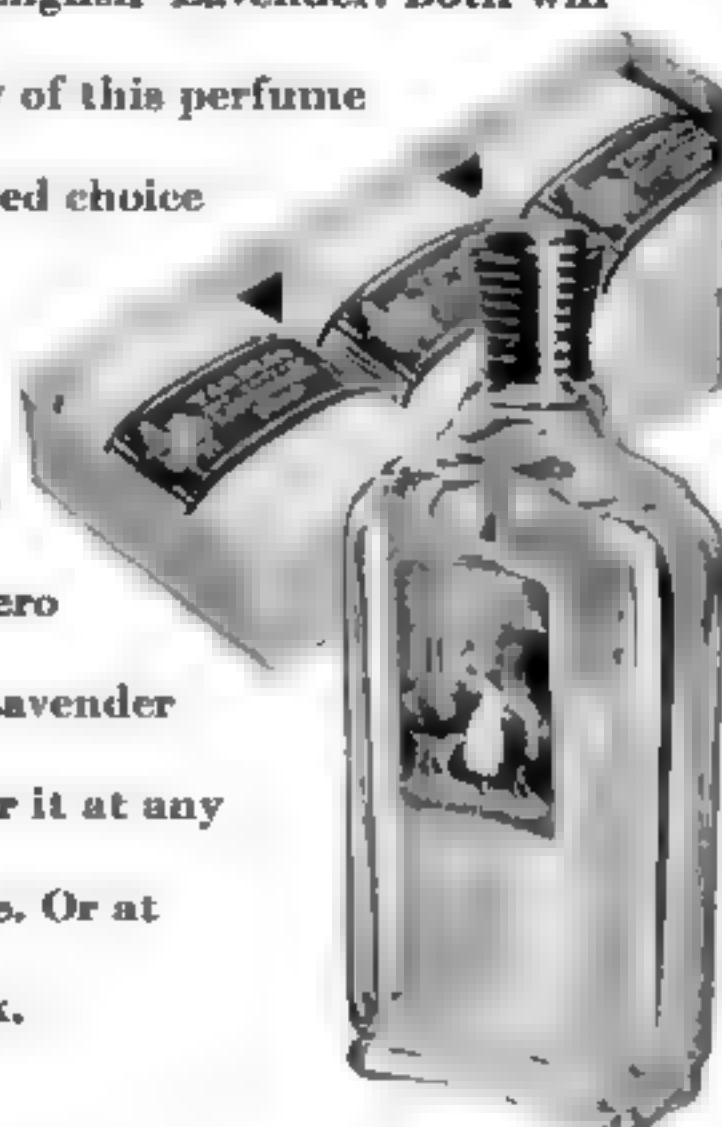
please the two lovely ladies whose hero

you will be! Yardley's English Lavender

is easy to buy. Just ask for it at any

good drug or department store. Or at

Yardley, 620 Fifth Avenue, New York.



Yardley's

ENGLISH LAVENDER

YARDLEY'S English Lavender Perfume, in traditional golden-topped bottles at \$1.10 and \$1.50. YARDLEY'S English Lavender Soap. Three long-lasting tablets in a box, \$1.00. The single tablet, 35 cents.

"I would have to marry a Chopped Steak Fiend!"



1. How my Frank hates it when I serve him food fixed just a little fancier than usual! So, I suspected trouble the

night I tried a new recipe for chopped beef loaf. (The cook book called it "Hamburg Surprise.")



2. Goodness knows, it looked lovely on the table. There it was . . . tender, juicy meat loaf, garnished with tiny strips of pimiento and crisp parsley sprigs. And, on all sides, a fringe of well-browned potato patties. Frank looked unimpressed. Still, I'm never quite sure.



3. But when he'd finished eating, there was no mistaking his ear-to-ear grin. "Lady! Lady!" he blurted out. "Even in this disguise that's real steer beef flavor! It's wonderful! Imagine ordinary hamburger tasting like that!"



4. That got me! "There's nothing ordinary about Birds Eye Quick-Frozen Chopped Steak!" I snapped. "It's all beef . . . made from round steak as fine as any the butcher sells. Always uniform . . . never too fat or too lean. And always chopped by knives . . . never ground to a pulp!"

5. "So . . ." Frank began. But I broke in. "So, Mr. Know-Nothing . . . not one bit of steak flavor is squeezed out! And not one jot leaks out either. Because Quick-Freezing seals the juicy goodness in till the chopped steak is ready for the table."



6. "Gosh!" Frank said, "I'm afraid to ask how much it costs!" That riled me all over again. "Look!" I said, "Birds Eye costs no more'n the best chopped steak you can buy anywhere. Besides, if you ever ran this kitchen, you'd know all Birds Eye Foods save us money!" (Frank never did get over this chopped steak. If he ran the house, he'd eat it every day and twice on Sunday!)



7. Where can you buy these luscious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in Quick-Frozen foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.



Copyright, 1940, General Foods Corporation



GERMAN ARMY UNLOADS ONTO DOCK AT OSLO A TRACTOR-TRUCK FOR HAULING ANTI-AIRCRAFT GUN AND CREW. ON OSLO'S EXCELLENT QUAY WAIT THE GUN CREW

BLITZKRIEG MACHINES GIVE GERMANS VICTORY OVER ALLIES IN NORWAY

What Nazi Germany knows, and what the Allies do not yet seem to know, is that war has undergone a great change since Nov. 11, 1918. It is today a huge co-ordinated operation of modern machines—airplanes, armored cars, tanks, tractors, trucks, motorized guns. The importance of manpower has gone down as the importance of mechanized matériel has gone up. Germany first gave the world a demonstration of this new kind of war—the blitzkrieg—in Poland, which was completely overrun last September in 20 days. Applying the same bold methods to its Scandinavian campaign, Germany has now cleaned up all south Norway in 25 days. As a military achievement, it was a marvel of precise planning and energetic execution.

The Norwegian campaign gave the British their first bitter lesson on the subject of air superiority. The Germans, with their secret head start, grabbed off all the best ports and airfields in Norway and then proceeded to raise merry hell with Britain's belated efforts. Bombers took off from protected fields, blasted the British bases, strafed their columns and bombed their airfields. Motorized columns moved forward at incredible speed, with anti-aircraft and anti-tank guns, trench mortars and light howitzers. Transport planes

whisked up reinforcements. Scout planes promptly reported the movements of British troops. Commanders were told to use initiative and judgment as new situations came up, one by one, at Roros, Kvikne, Støren, Dombås. The whole operation was run off by thoroughly trained executives who knew their men and machines.

This was the war that Nazi Germany fought in Norway. The British met it with an old-style campaign suitable for Pathans on the Northwest Frontier of India but not for Germans. Their commanders had no skill in co-ordinating sea, land and air forces. Their troops were caught by German bombers, with no fighter planes to chase them off. The injury to their morale was cruelly painful. Climax of this sad story came when the British climbed back on their ships at Åndalsnes and Namsos and sailed, they said, for northern Norway. Such a serious failure of British arms left the Chamberlain Government on a political spot.

First pictures of the German operations in Norway last week reached the U. S. and are shown on the following pages. Above is a big 11 ton Mercedes tractor-truck that hauls an anti-aircraft gun and crew of twelve at 15 m. p. h. anywhere.



GERMAN INVADERS LINE TRANSPORT RAIL AT OSLO, CARRY FINE MAUSERS



A clean sweep was made by German bombers of this Elverum street on which every building was ruined and gutted. Note tree at the left which was burned to a crisp by fire from incendiary bombs.

NORWAY'S KING HAAKON RUNS FOR HIS LIFE AT ELVERUM AS NAZI BOMBERS FLATTEN THE TOWN

The rare spectacle of a king running for his life is to be seen in the picture at the right. Since he fled Oslo eight hours before the Nazis marched in on April 9, 67-year old King Haakon of Norway has played hare to Hitler's hound.

First he fled to Hamar, 80 miles north, by special train. In the Oslo railroad station he was reported to have hidden under a delivery truck to avoid detection. With him hurried his Cabinet, the Crown Prince and Princess and their three children, aged 9, 8 and 3. That afternoon as the King held council in the restaurant of a local theater, an officer shouted "The Germans are coming!" Off raced the King to Elverum, 20 miles away. There he narrowly missed ambush when four bus loads of Germans almost captured the town at 2 in the morning as the King lay resting in bed. A few days later Elverum was flattened by German bombs (see strip of pictures below). By luck the King escaped.

Seven times in almost as many days he was reported the object of bullets or bombs. Pitifully he told a visitor: "Since I left Oslo I have not taken off my shoes and have hardly slept. All civilization seems to have come to an end. I cannot understand how such terrible things can happen." Later, when he sought sanctuary in an out-of-the-way hotel, German planes appeared. Rushing out of the building into a wood, the King flung himself face down on the ground as bombs tore through the hotel where he had been a few minutes before.

His hideaways became more secret. By last week he was at Molde, 28 miles from the British base at Andalsnes. Then, when the British abandoned the base, the badgered monarch was again on the run. By week's end he and his family were reported on board a British warship bound for farther north in Norway.



KING HAAKON, WEARING EAR MUFFS, RUNS FOR SHELTER TOWARD A CLUMP OF



Incendiary bombs made an inferno of this brittle, one-story home. Of Elverum's big buildings, only a church and Red Cross hospital were unscathed.



At the railroad station, where the name Elverum is still visible, bombs ripped through the roof, shattered every window and set the station on fire.



Gaunt pillars are all that remain of some homes. The dam-



© INTERNATIONAL NEWS PHOTO

TREES REPORTEDLY AT ELVERUM AS GERMAN PLANES BOMB AND MACHINE-GUN TEMPORARY CAPITAL. BOTH KING AND CROWN PRINCE OLAV (LEFT) ESCAPED UNINJURED



age was done by light bombs followed by incendiary bombs.



Wrecked automobile stands in street where driver deserted it to run for shelter. Roof and rear of the car have been wrenched off by bomb during air raid.



Four citizens of Elverum (pop. 11,208) survey wreckage. Note how bombers, flying low, were able to hit buildings without even scorching streets.

German victory (continued)

ATLANTIC
OCEAN



TRONDHEIM WAS GERMANS' KEY BASE IN NORWAY THAT BRITISH COULD NOT TAKE



Contact between Trondheim and Oslo was established by Germans along heavy line marked by big arrows. Smaller arrows show German pursuit of British toward Åndalsnes and Namsos landing bases. Trondheim's long, winding fjord enabled German destroyers to outflank British column. Its mouth is guarded by Agdenes fort (opposite page).

nes and Namsos landing bases. Trondheim's long, winding fjord enabled German destroyers to outflank British column. Its mouth is guarded by Agdenes fort (opposite page).

GERMAN NAVY TAKES ANCIENT BEAUTIFUL TRONDHEIM.



First freight landed at Trondheim by Germans are four big anti-aircraft guns. These are 88-mm (3-in.) which promptly

fought off British air attacks on Trondheim. Two sentries watch bay cart while the gun crew (members of German Air

Force) gossip in foreground. Even before the war, Germany had so many of these guns that she could sell them for export.

The battle for south Norway was essentially a battle for Trondheim (population: 60,000). The Germans took it on the first day of the war, without any resistance whatever. The British landed inadequate columns, tried to capture the city with a squeeze play, were badly beaten and withdrew their columns. When railway contact between Trondheim and Oslo was complete, Germany had south Norway in its pocket. The city chosen for this distinction is the farthest

north big city in the world, kept as warm as central Germany by the Gulf Stream. The beautiful fjord is never frozen over. World trade has made the people rich and famed for their good humor. In old times the kings of Norway were elected and are still crowned here and Trondheim was called "the strength and heart of Norway." In 996 it was the headquarters for Olav Trygvason whose memory a Norse mine layer of the same name burnished on April 9 by sinking a

German cruiser in Oslo Fjord. The chief wharves are inside the mole at the extreme right of the picture below. The River Nid curves in the foreground. The extraordinary forehandedness of the German invasion is clearly shown on these and the following pages. This thoroughness obviously took months to prepare. Furthermore, duplicates of everything were sent in different ships, so that any sinkings did not disrupt the whole expedition. The reward was victory.



GERMAN HEAVY CRUISER IS SEEN AT LEFT, OLD GERMAN TORPEDO BOATS IN RIGHT BACKGROUND. GERMAN FREIGHTER LEFT FOREGROUND, MUNK ISLAND FORT LEFT BACKGROUND

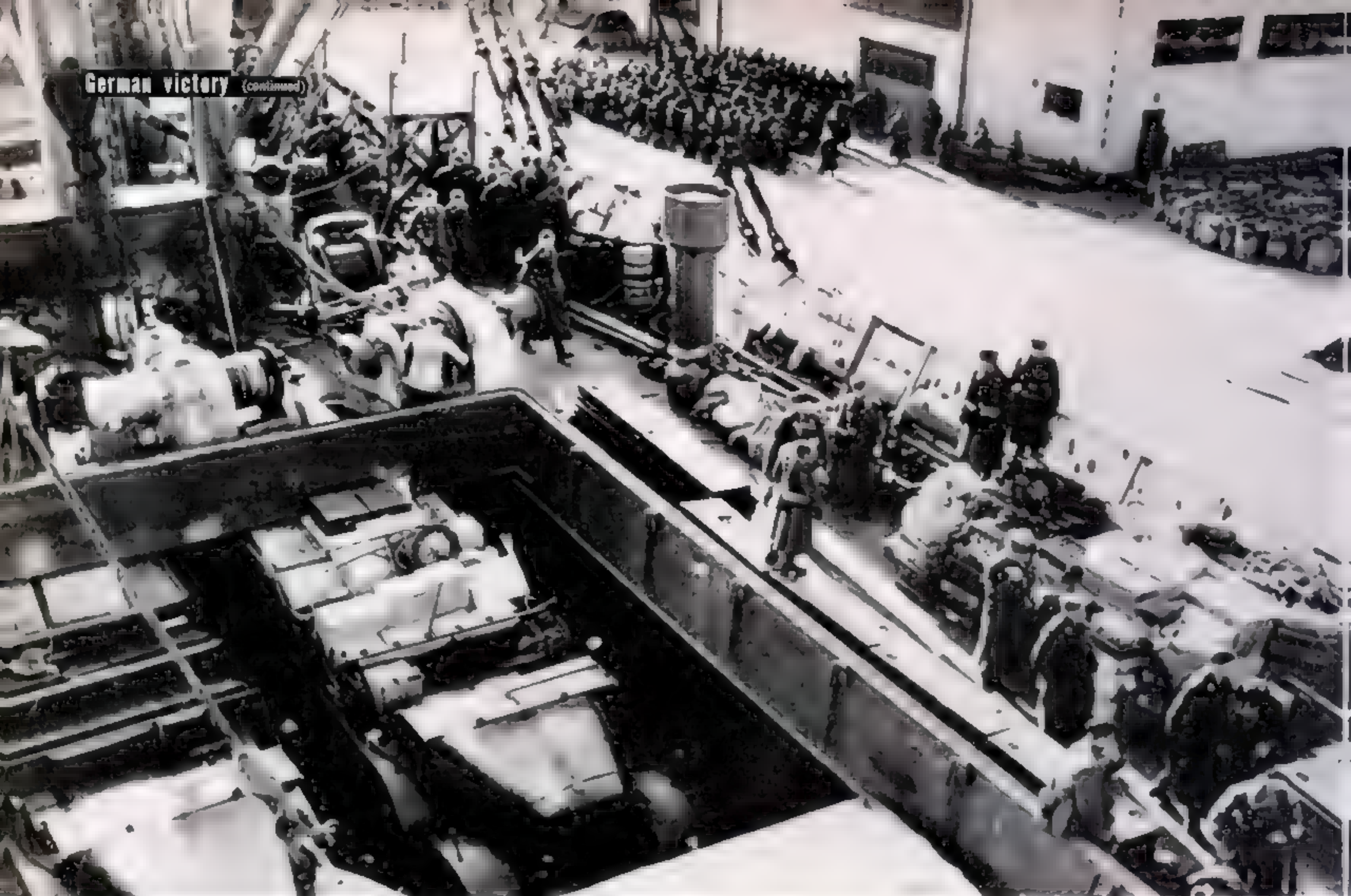


Agdnes fort gun is readied by German gun crew. To reach Trondheim by running by the fort at Agdenes (see map on

opposite page), British warships would have had to make two slow right-angle turns in fjord and come into point-blank

range of this gun. It is protected from air attack by a gun shield, anti-aircraft battery, concrete and bedrock magazines.

German victory (continued)



Pre-packed tractor-trucks, filled with ammunition in wicker baskets, supplies and spare parts, docked at Oslo ready to be hoisted ashore and begin towing anti-aircraft guns whose crews already wait on deck and ashore (in background). The loading of these big transports was methodically planned so that each ship was a complete unit in itself and if any one ship sank, no single irreplaceable group of men or type of material would be lost.

A lesson in how to fight is given by this German bicycle patrol, supported by a 6-ton tank, caught in the open by Norwegians firing from hills. Soldiers threw their bicycles down, ran for cover in ditch (left) and behind tank. Note that each bicycle carries two boxes of ammunition. On opposite page 105-mm howitzers drawn by six horses each rumble through Norway past carts carrying ammunition under tarpaulins (left).





(continued)

A "FIFTH COLUMN" NAZI IN NORWAY

The young German with the watchful eyes standing guard as a policeman before the Norwegian air-raid shelter below is a member of the Nazi "Fifth Column" (undercover advance agents). He went to Norway before the invasion as a fun-loving "tourist" anxious to ski. When Nazi troops arrived he transformed himself overnight into a policeman, with an armband lettered "Polizei." From the shelter he grabbed a Norwegian air-raid warden's tin helmet and gas mask.

The rapidity with which he changed his spots is revealed by his dress. He still wears baggy ski trousers and boots, a double-breasted Chesterfield and flashy scarf. Most probably he speaks Norwegian, which he learned either as a child when kindly Norwegians took undernourished German children into their homes after the last war, or as a student in Berlin where courses in Norwegian have suddenly flourished.



This Nazi policeman, guarding a Norwegian air-raid shelter, is a member of the "Fifth Column" who arrived before the invasion "to ski." He still wears ski trousers and boots.

"DAISY" HARRIMAN OUTRUNS BOMBS

First American to cable news of the German invasion of Norway was Mrs. J. Borden ("Daisy") Harriman, U. S. Minister at Oslo. For the next three days she played hide-and-seek with German bombers and motorized patrols as she tried to keep pace with the fleeing Norwegian Government.

Though 69, she went without sleep for 27 hours, then slept on sofas in farm homes, shared a room with her maid and secretary. Gratefully she lived on eggs, toast and sardines. Part of one night she hid in a wood to escape bombs. She reached Elverum when it was still burning hot.

April 21 found her at Allied held Dombås, evacuating Americans. With her was Captain Robert Losey, assistant U. S. air attaché. When German planes swooped down on the town, Losey ran for a railroad tunnel nearby. While peering out of the tunnel to report on the raid, he was instantly killed by a bomb splinter. His was the first death of a U. S. official in the war.



Mrs. Harriman, wearing a colorful tweed coat, rode for three days through the war zone to Sweden. The car skidded through mud and snow, once had to be pushed up an ice-caked hill.



An American flag was spread across the entire roof of car to warn Nazi pilots. Lars Frustlie, the chauffeur, was with Assistant U. S. Air Attaché Losey when he was killed in an air raid.



Captain Robert Losey (right), first U. S. official killed in this war, is shown standing in his uniform by Mrs. Harriman's car in Sweden. A week later he was killed at Dombås, Norway.



DESTROYER "GLOWWORM" IN DISTRESS FLEES FROM CRUISER "HIPPER," LAYING SMOKE



MINUTE LATER, "GLOWWORM" BURNS, DEPTH CHARGES BLOWING OFF STERN

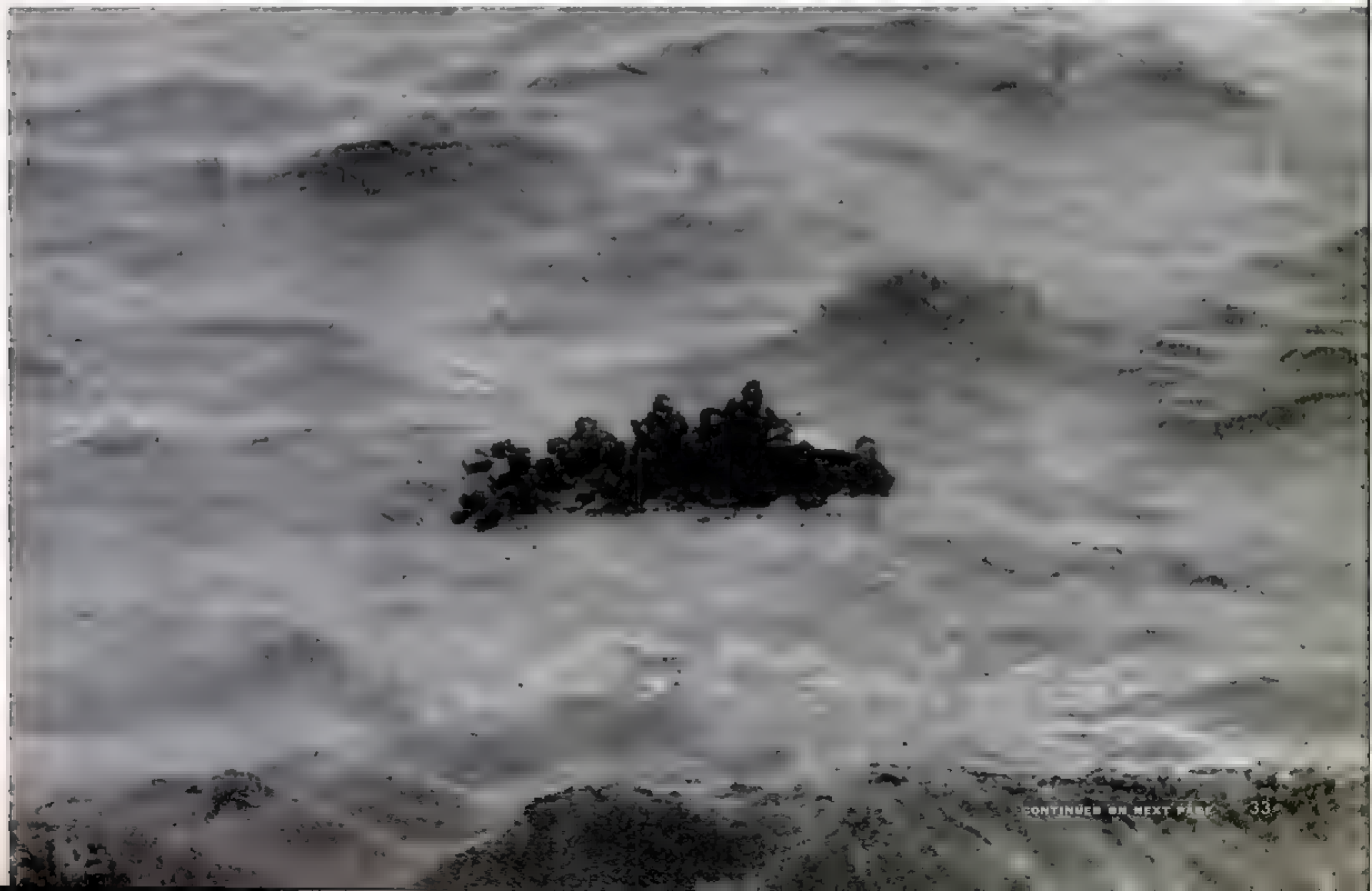
BRITISH DESTROYER CREW RIDES WAVES OF NORTH SEA AFTER GERMANS SINK SHIP

The greatest pictures yet to come out of this war are shown on this and the following pages. They actually show two enemies that are firing at one another and they end by showing fighting men in deadly danger of their lives. On Sunday, April 7, the British destroyer *Glowworm* cut out of her North Sea mining squadron off Norway in order to pick up a man who had fallen overboard. While she was alone, she was caught by a German force including the battle cruiser *Scharnhorst*, the heavy cruiser *Admiral Hipper* and several destroyers. In the picture at top

left, printed as a radiophoto in LIFE, April 29, the *Glowworm* is already in a bad way, deep in the water, shells bursting around her. In the next picture depth charges have blown off her stern and, though still underway, she is starting to sink.

Of the *Glowworm*'s crew of 145, nothing has so far been heard in England save for the 21 men shown below. Many a man in this war has by now become familiar at close quarters with the cold surface of the North Sea and what lies under it. For what happened later to this raftful of desperate men, turn the page.

TWENTY-ONE MEN OF THE "GLOWWORM" PUT OUT ON THE OIL-COATED SWELLS OF THE NORTH SEA ON A RAFT THAT IS BADLY SWAMPED. SOME ARE MORTALLY WOUNDED





British survivors of the *Glowworm* are rescued *aboard* by German warship. The sea and the men are covered with the sunk destroyer's fuel oil, half blinding the men. At left, one peers grimly up and grabs a line. The *Glowworm*'s Carley life raft is nearly submerged.

First stage of the rescue: a *push boat* shows 19 men huddled up on a cap. Below: the last time men still wallow on the raft. Several, wounded or browned or just exhausted, sprawl face downward in the chilling North Sea. One holds the lugger.





LIFE ON THE NEWSFRONTS OF THE WORLD

Allies get set to fight Mussolini while Roosevelt puts on pressure to keep him out of war

Set afloat by sensation-loving Egyptians last week were rumors that: 1) Italy had invaded Yugoslavia; 2) Italy had invaded Greece; 3) Italy had declared war on Egypt; 4) 600 Italian planes were on their way to bomb Cairo. The world's statesmen, including President Roosevelt, meantime tensed themselves against the possibility that Benito Mussolini might any minute decide to turn any one or all of the Egyptian scare stories into fact.

Adolf Hitler's triumph over the Allies in Norway was responsible for this alarm. Common belief from the start has been that Mussolini would rush to the aid of the war's winner just as soon as he was reasonably sure who that was going to be. And now that Germany had sealed its northern flank against Allied attack, Hitler himself might be preparing to turn his main attention to the Balkans.

Restored to favor and appointed last week to be new Italian Ambassador to Berlin was Dino Alfieri, one of the belligerent pro-Axis crew the Duce had put a damper on last October. Fascist bigwigs continued snarling at British contraband control, making loud speeches to the effect that Italy could not long stay out of the war. At Florence, an official okay was put on the first student demonstration since 1934 against Yugoslavia, considered the country likeliest to receive the first Italian thrust. Italian troops, planes and ships were reported massing at the Dodecanese Islands off the coast of Turkey.



MUSSOLINI

Britain, determined not to be caught short again, got set for a big blow in the Mediterranean. First move was to order all British merchant ships out of the Mediterranean, send them off on the long "deep water" way around Cape of Good Hope to the East (see map). The next was to send a great battle force of the British and French fleets foaming toward Alexandria. The 150,000 Allied troops massed in the Near East under General Maxime Weygand got ready to march.

At this point President Roosevelt moved in with action short of war but stronger than mere words. On May 1 his fellow Harvard man, suave Ambassador William Phillips, called on Mussolini. Next day he called for the third time in a week on Foreign Minister Count Ciano, who reportedly assured him that Italy planned no war move within the next ten days. Same day in Washington, Italy's U. S. Ambassador, Prince Ascanio Colonna, turned up at the White House.

President Roosevelt confirmed, at his next press conference, the obvious fact that he was doing everything in his power to keep the war from spreading. Beyond suggestions of better trade relations between



PHILLIPS

America and Italy, the arguments the President was using on Mussolini were not announced. But none doubted that by week's end Il Duce had been roundly assured that war would put an immediate end to Italy's much-needed imports of American cotton, oil, iron scrap, paraffin wax, copper, machinery.

\$1,000,000 for Hitler. The nostalgia aroused in elder Americans by the way U. S. patterns of 1914-17 are currently reshaping was increased on May Day by the reappearance in the press of a distinguished 1914-17 face. In a letter to the *New York Times*, Samuel Harden Church, longtime president of Pittsburgh's philanthropic Carnegie Institute, posted on behalf of 30 rich fellow townsmen a reward of \$1,000,000 for the capture of Adolf Hitler and his delivery, unharmed, for trial before a world tribunal. To spur action, the offer is limited to the month of May. Though stressing that "this is not in any sense an offer of reward for an assassination," Mr. Church expressed hope that a precedent might be set whereby any future war-maker "would be held personally responsible for his crime and would be executed in punishment for it."

The biographical sketch of Mr. Church released by the Carnegie Institute in 1937 reports in part as follows: "During the World War, Mr. Church was the first American to disregard President Wilson's admonition as to neutrality by an interview which was printed in the *New York Times* of August 17, 1914, charging Germany with the murder of civilization. On November 9, 1914, he wrote his reply to the Ninety-Three German Professors, which was published by the British Government under the title, *The American Verdict on the War*. . . . When the King and Queen of Belgium . . . visited Pittsburgh, King Albert personally gave Mr. Church the decoration of Commander of the Crown of Belgium, speaking these words: 'Your voice was the first to give us the assurance of American sympathy and the hope of American aid.'"



CHURCH

to earth. When CAA was set up in August 1938, the entire industry hailed it as a great step forward. Since March 1939 not a single U. S. airline passenger has died. When no member of Congress rose to defend his proposal to increase Harry Hopkins' powers, President Roosevelt last week angrily attributed the opposition to ignorance, gullibility or politics. Pressure on pro-CAA Democratic Congressmen to support their prospective campaign leader was increased on May 4 when the President announced his intention to appoint able CAA Chairman Robert H. Hinckley to be Assistant Secretary of Commerce.

Wages & Hours. All members of the U. S. House are up for re-election this year. Last week, torn between fear of losing workers' votes if they voted to exempt some of them from Wage & Hour Act provisions, and of losing farmers' votes if they did not vote to exempt certain agricultural workers, Congressmen made a hash of all amendments proposed to iron out kinks in the Act, finally gave up the whole job for this session.

Hatch Act. Passed last March by the Senate, a bill to extend the Hatch "Clean Politics" Act to State employees paid with Federal funds would damage or dismember many a Congressman's political machine. But Congressmen up for re-election shrink from openly opposing this publicly popular bill. On May 1 the House Judiciary Committee resolved this painful dilemma by an extraordinary move. Dodging the usual open vote on whether to let the bill get to the floor of the House, its members were handed slips of paper on which had been typed the words "yes" and "no." Each member tore his slip in two, dropped the preferred half in the hat of Chairman Hatton W. Sumners. Result: the bill was tabled by announced vote of 14 to 10. Roused by this stealthy assassination, Scripps-Howard reporters polled Judiciary Committeemen, found not 10 but 13 who said they had voted against tabling the bill. A petition to force the bill out of committee got 103 of the required 218 Congressional signatures on the day it was presented.



SUMNERS

Last week, moved in part by weariness of political shenanigans and ineptitude, more & more citizens were growing interested in the burgeoning campaign to nominate not a politician but a businessman as Republican candidate for President. For a Close-up of Wendell L. Willkie, see pages 98-106.

PICTURE OF THE WEEK

Last week as tension moved from Norway to the Mediterranean (see col. 1), this Alpine mountain pass which is the physical link of the Rome-Berlin Axis became a focus of world interest. The rail line through the Brenner Pass is the artery that lets coal-less Italy's Benito Mussolini thumb his nose at the British blockade of shipments of German coal to Italy by sea, and resist British attempts to win him over with offers of British coal. On May 2 it was announced in Rome that 986,000 tons of German coal had thus been imported by rail in the past month, against an estimated average of 500,000 tons per month formerly imported by water.



BRITISH "DEEP WATER" ROUTES



Brenner

German coal rolls into Italy through Brenner Pass,
250 cars a day, to keep the Axis fires burning



On the afterdeck of the *Ile de France* were three Lockheed transport planes, their wings clipped short. Big and fast,

they can carry 14 ordinary passengers, can pack in as many soldiers carrying full equipment. The Germans found such

airplanes indispensable as troop transports in the Norway campaign. The Allies have bought relatively few to date.



On the bridge stood a 16-year-old French girl. Back of her on the deck were markings of deck-tennis courts, reminders of the gay days when travel on the *Ile* was not so grim.

"ILE DE FRANCE" SAILS LINER CARRIES PLANES FOR ALLIES

With 2,400 tons of war-useful metals and oil in her holds and three airplanes lashed to her afterdeck, the *Ile de France*, one of the most elegant liners afloat, left her Staten Island pier on May 1 and steamed northeast out of New York Harbor. Rumored bound for Halifax, the 43,000-ton French liner was more likely headed direct for Europe. Then she might be used as an Allied transport.

On the *Ile* were three passengers. One was René Blum, brother of former Premier Léon Blum. Another was a member of the French Purchasing Commission. The third was his daughter, a 16-year-old girl, who stood on the bridge long after the boat had quit dock (left).

In addition to the airplanes on her deck, the *Ile* carried a few others below. Compared to the aviation needs of the Allies, these were a very small drop in a very big bucket. With the campaign in Norway blaring out the advantages of German air superiority, the Allies seemed more than ever dependent on the U. S. to pull them up to quick air parity with the Germans. A recent \$200,000,000 order of the newest U. S. military planes brought total Allied aircraft purchases here up to \$650,000,000. Another \$350,000,000 is contemplated.

The Allies can now get the best planes that U. S. factories turn out, the U. S. Army having broken all precedents and agreed to allow manufacturers to export its newest models. To get more American planes, the Allies will probably have to finance the building of new plants and the enlargement of present ones. So far the Allies have been cautious about doing this. But soon, probably, they will have to lay out money lest U. S. capacity fall far behind the needs of the Allies.



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New York and Hollywood's celebrated
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"Well, you
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VIRGINIA EDITOR USES CIVIL WAR TO CLARIFY WAR NEWS FROM EUROPE

Probably the sanest and soundest observer of the European war in the U. S. today is Douglas Southall Freeman, professorial editor of the Richmond, Va., *News Leader*. So great is his military knowledge that he lectures once a year to the War College in Washington. Editor Freeman learned the military art by writing a great four-volume life of General Robert E. Lee. Freeman's *R. E. Lee* (Scribners, \$15) won the Pulitzer Prize for biography in 1934. From having lived for 20 years with the Civil War, Freeman now feels at home in all wars. He reports them all in terms of analogy to the Civil War.

Thus Richmond citizens read such strange hues as "One may . . . assume that Andalsnes is Charlottesville, that Oslo is Richmond, that Støren is Fredericksburg and that Trondheim is Washington. . . . The Germans are moving southward from Washington toward Fredericksburg. . . . When the Allies complain of the hardships of war, Freeman quotes Lee's message to a general whose wagons were stuck in the mud: "My compliments to the general, and tell him that the mud is exactly as deep for the enemy."

In making these comparisons, Douglas Freeman is not just showing off his specialty. He knows that the factors that brought Robert E. Lee to the surrender at Appomattox Courthouse on April 9, 1865 are just as surely fighting today against Germany: starvation by blockade, starvation in iron and oil just as Lee hungered for Georgia corn, Richmond munitions, English money, western horses and southern men. His advice to the impatient men who want to attack is: "Will the dead be given leave to speak from the grave? They have one answer to all the insistence upon rash offensives. It is compressed into seven words—'Do not attack until you are ready.'"

To show how wars are won, Douglas Freeman on these pages escorts LIFE's Photographer Eisenstaedt over the hush fields of the Civil War in Virginia.



ON WAY TO WORK EDITOR DOUGLAS FREEMAN REGULARLY SALUTES GENERAL LEE'S STATUE IN RICHMOND



Modern scene of Lee's last long stand, from June 18, 1864 to April 2, 1865, is the thriving city of Petersburg, Va. on



the Appomattox River. At right, above, were his headquarters behind a big cucumber tree. Lee's position crossed the tip



of a triangle formed by the junction of the James and Appomattox rivers, covering Richmond and the railroads.



Douglas Freeman, standing on what was once the Confederate picket line before Petersburg, surveys the Federal entrenchments with fieldglasses while his servant, Herbert, studies a map.



Federal break-through attempt was explosion of a huge mine tunneled some 500 ft., which blew up nine Southern companies. Savage cross fire from Confederate rear and flanks drove Union soldiers back.

EDITOR FREEMAN EXPLAINS HOW THE CIVIL WAR ENDED IN SIEGE OF PETERSBURG

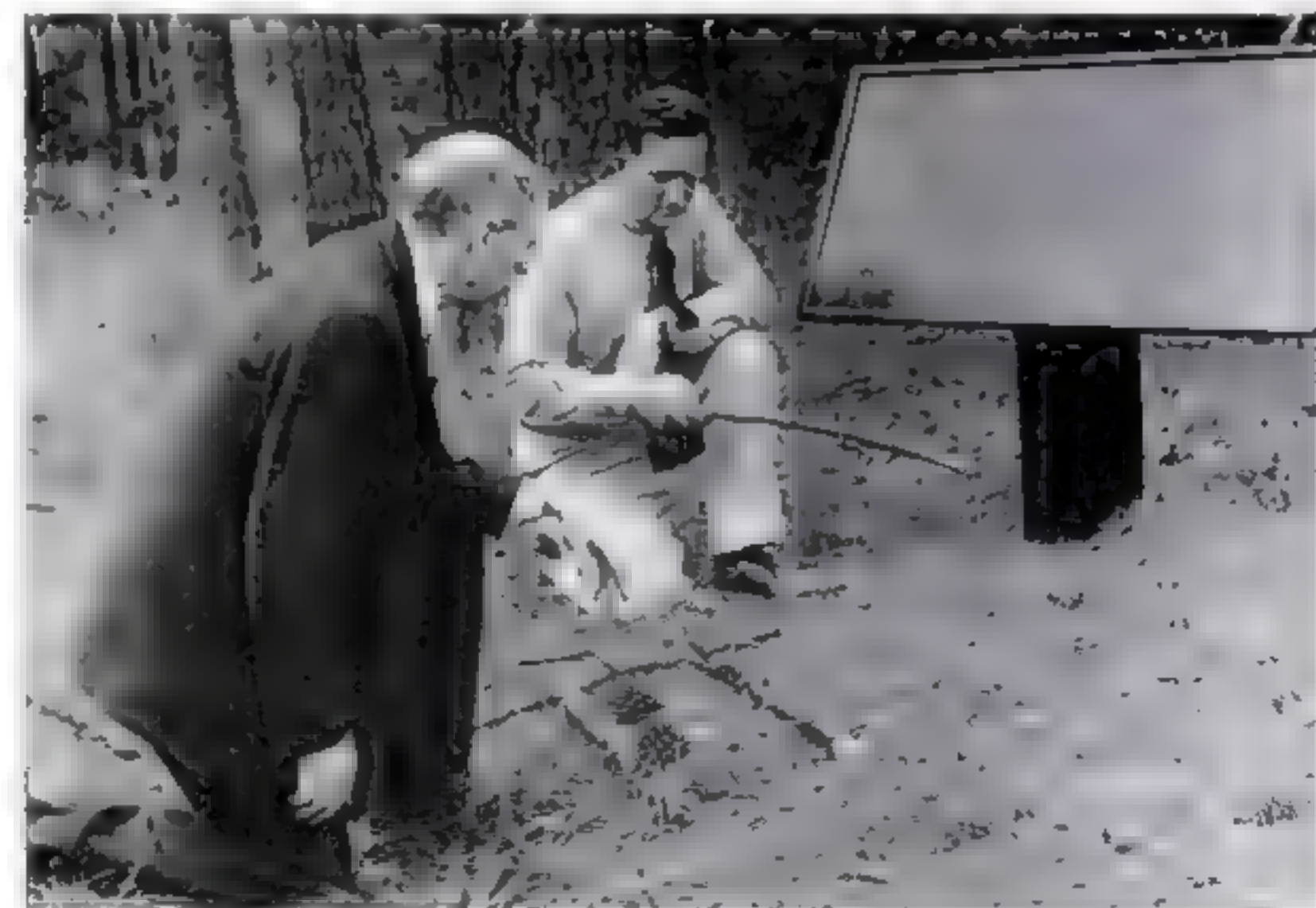
Battles are fun to read about long afterward but the great lesson Douglas Southall Freeman took from his profound study of Robert E. Lee's great string of victories was that battles alone do not really mean very much. Lee's capacities as a general were beyond exaggeration. Even in the spring of 1864, with scarcely 50,000 men against Grant's 100,000, with his best generals gone, with horses and men near starvation, with inferior artillery, he hit Federal armies three times, at the Wilderness, at Spotsyl-

van a Court House and at Cold Harbor. But it availed the Confederacy nothing. By beautiful maneuvering, Lee held Grant off at the fine defensive triangle made by the James and Appomattox rivers at Petersburg. Grant's object was to hasten the end by breaking through Lee's lines or cutting his communications.

The stages in this siege of Petersburg (June 18, 1864—April 2, 1865) are acted out on these pages by Editor Freeman in what is now a national but-



The Confederate break-through attempt, rehearsed for Dr. Freeman by CCC boys, was to take Fort Stedman and three Union forts that turned out not to exist. It, too, failed.



Final Federal break-through, April 2, 1865, is shown with sticks. "Who would think," says Freeman, "that here, in this doggone htt'e place, came the end?" The Appomattox surrender was April 9.



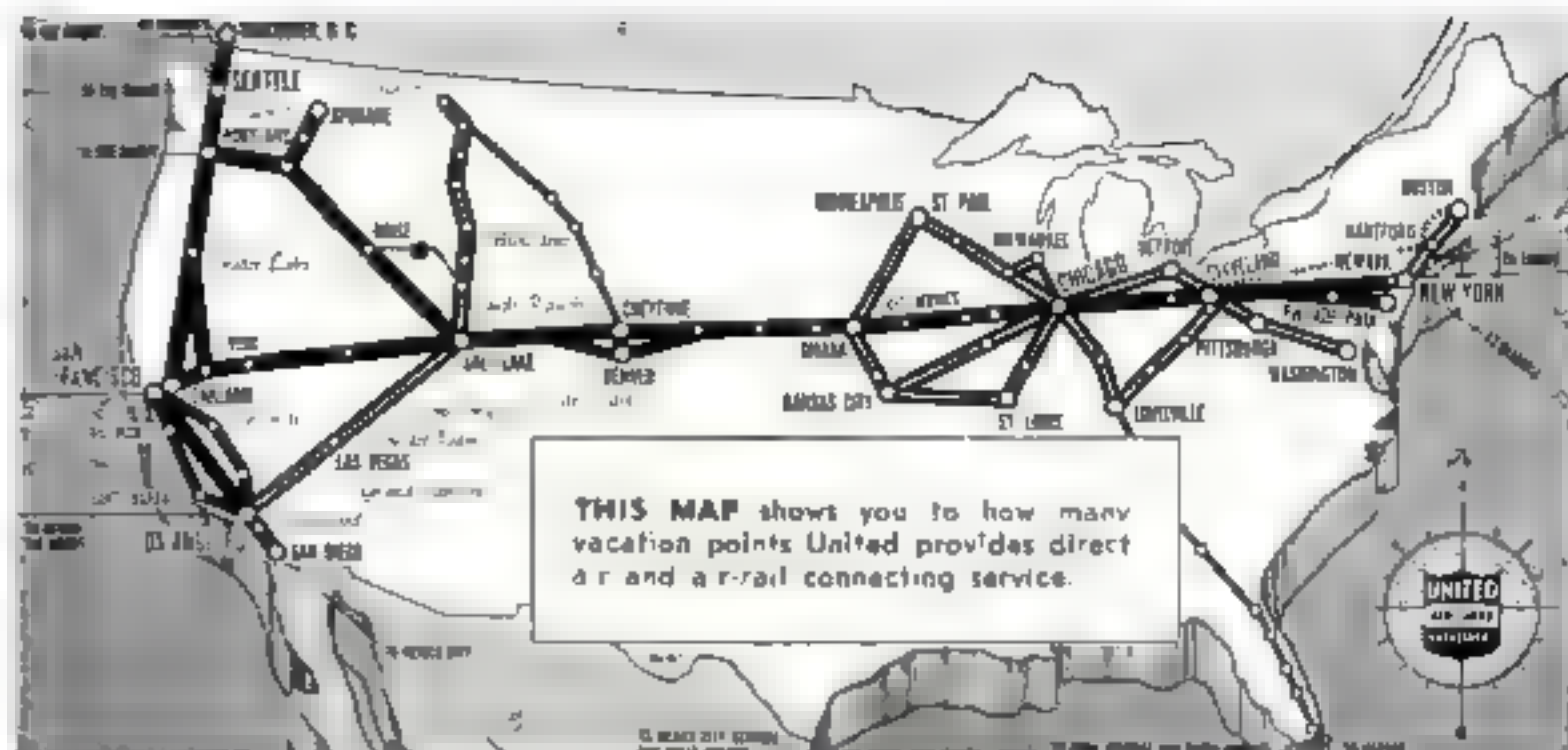
Entrenchment, always a specialty of Lee's, was carried to great lengths after the Crater explosion. Here Freeman climbs from Confederate tunnel in Fort Damantion.

tlefield park. Mr. Freeman's purpose was to show that, against even the defensive fire-power of 1864-65, a break-through was nearly impossible. Grant did break through into Petersburg with his Federal troops but not before Lee had evacuated most of his exhausted army, marching them west to Appomattox and final surrender a week later. Concludes Editor Freeman in the May 8 issue of the *News Leader*: "The chances are that, similarly, there will be no break-through either by Germans or by Allies until losses have wasted one army or the other. Attrition may be the final, irresistible foe. With General Attrition will co-operate some new Sherman."



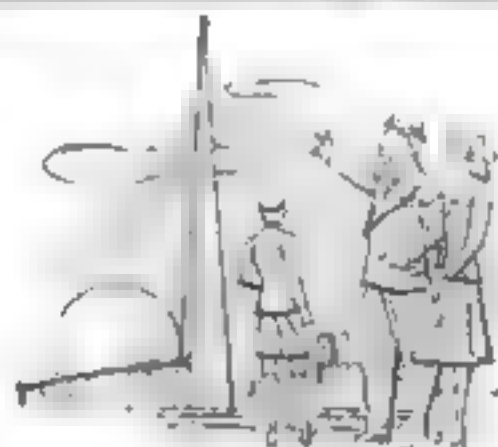
Grant's first objective was the Petersburg & Weldon railway (now part of the Atlantic Coast Line), which tapped food supply of the Carolinas for Lee's commissary.

CONTINUED ON NEXT PAGE



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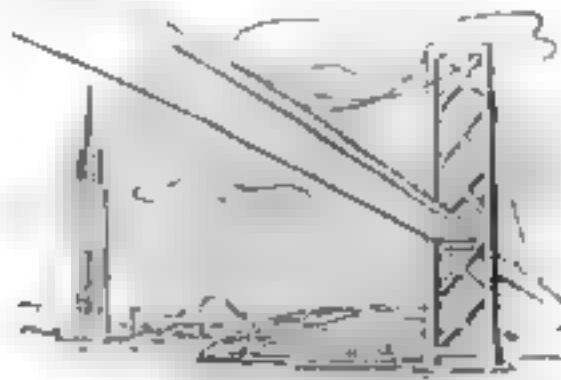
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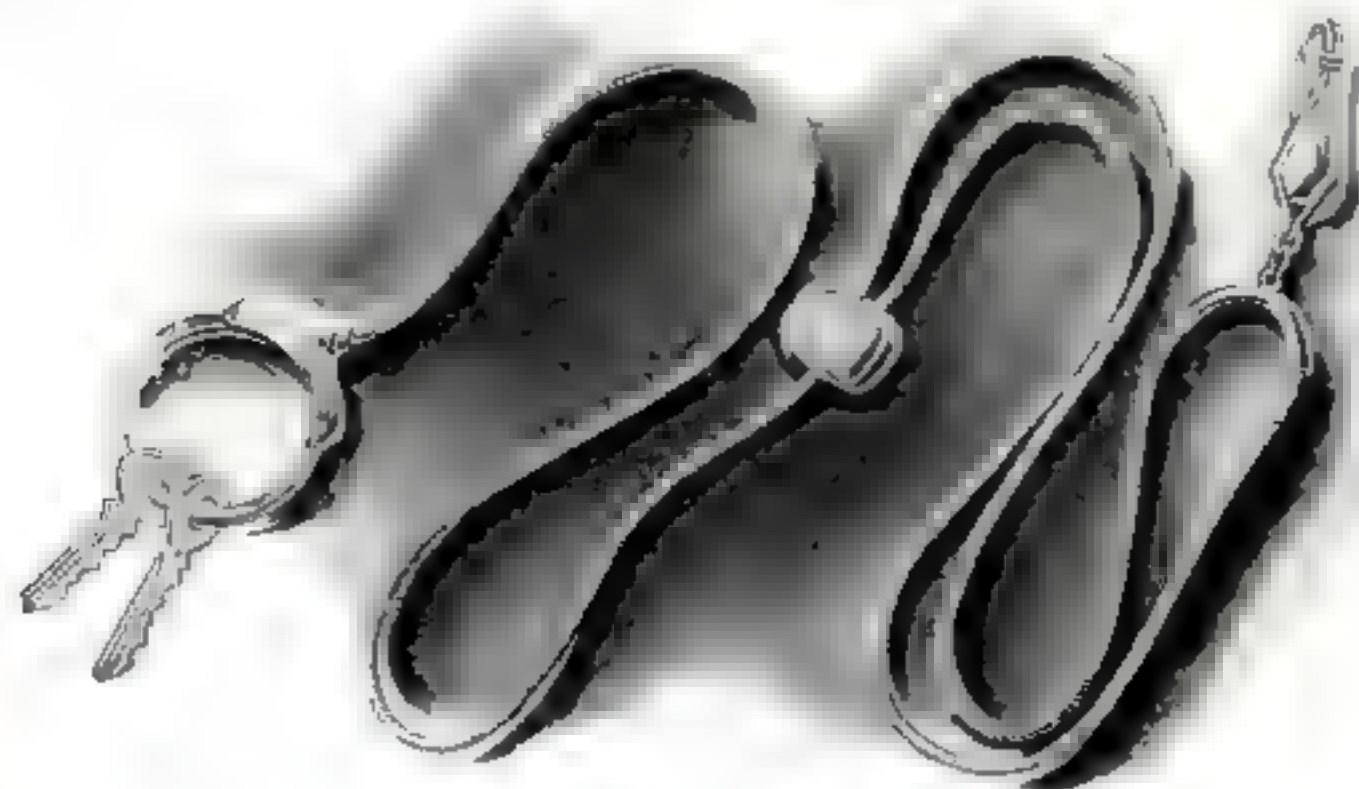
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SWANK *jewelry for men*

Freeman on war (continued)



Douglas Freeman gets up at 4:45 a. m. daily, poaches own eggs, goes to work.



By 5:40 a. m. he writes copy under the misspelled sign, "Time is irreplaceable."



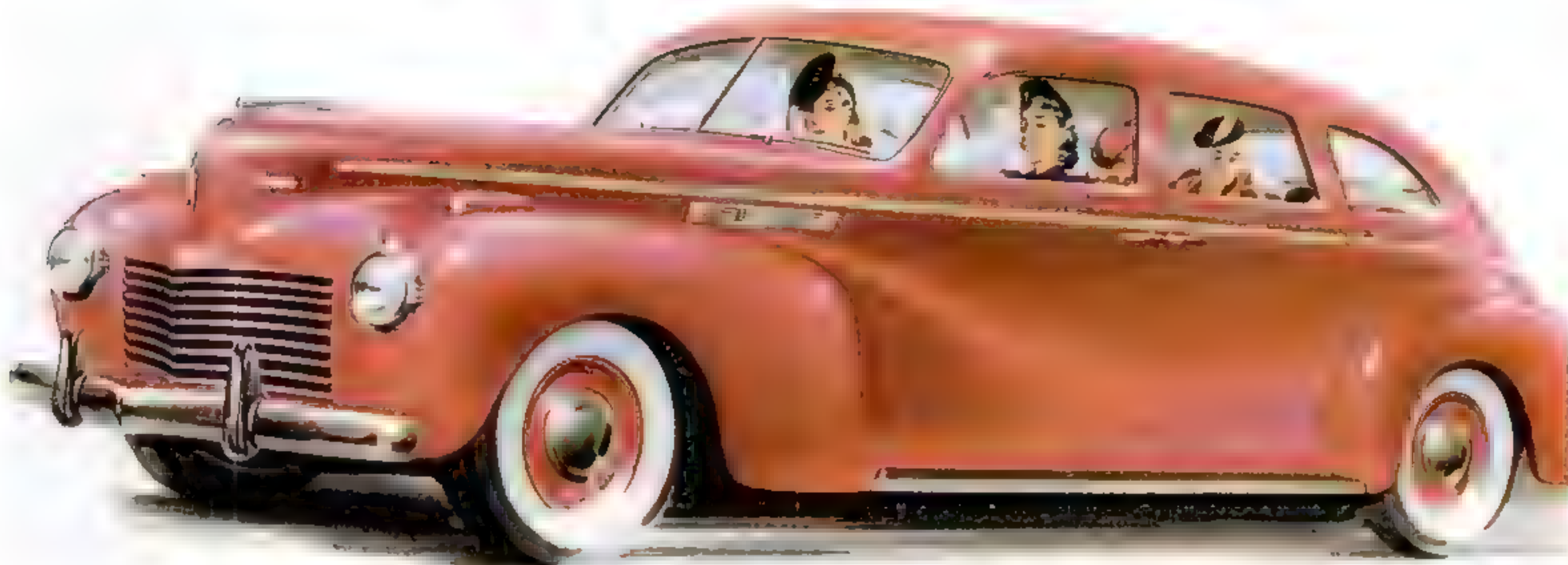
By 1:35 p. m. he has finished his newspaper work, broadcast on radio, is home for lunch and "talk with wife." He then undresses, goes to bed and sleeps for mid-four



At 3:30 p. m. he dresses again. In his sacrosanct third-floor study, he then puts in three hours of hard research work on his forthcoming history, *Lee's Trenchants*

CONTINUED ON PAGE 47

WHY SHIFT GEARS ?



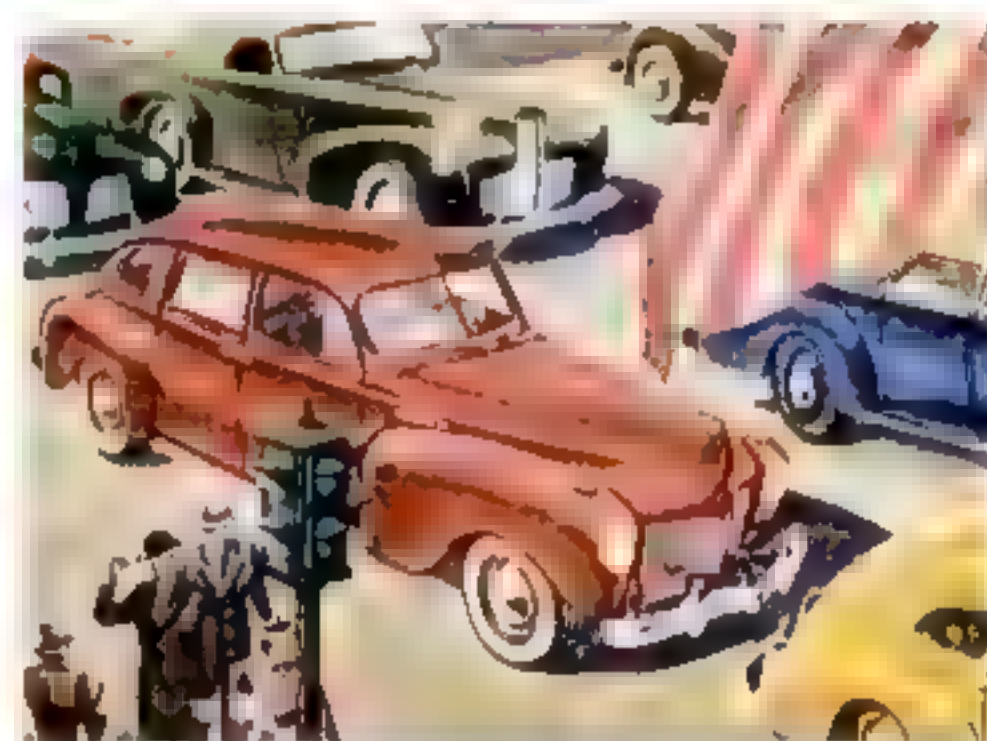
TRY *"Fluid-Driving!"*



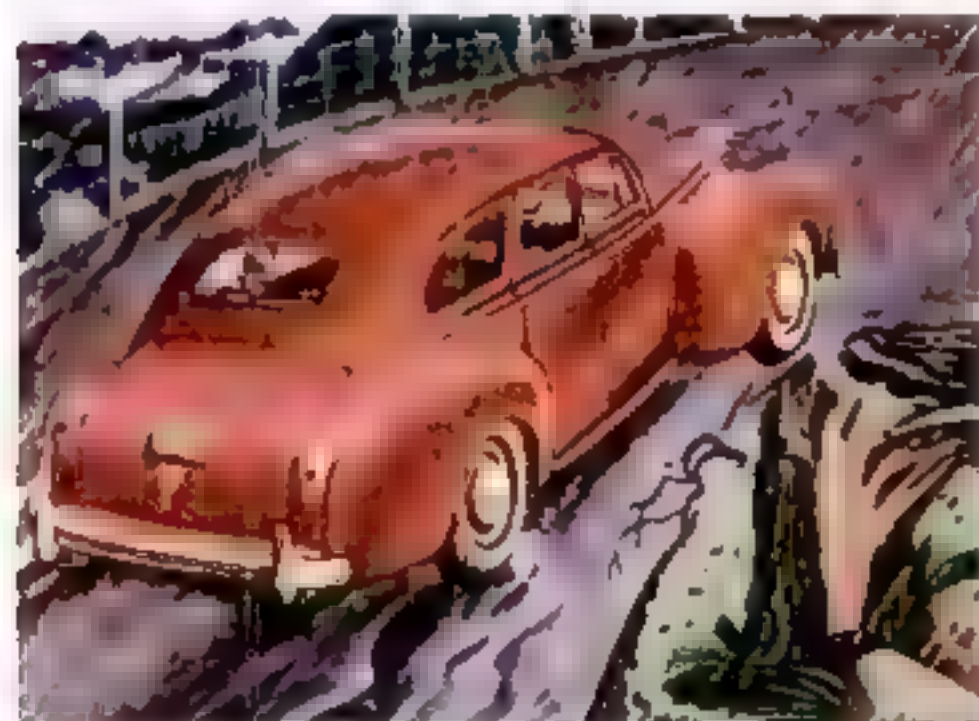
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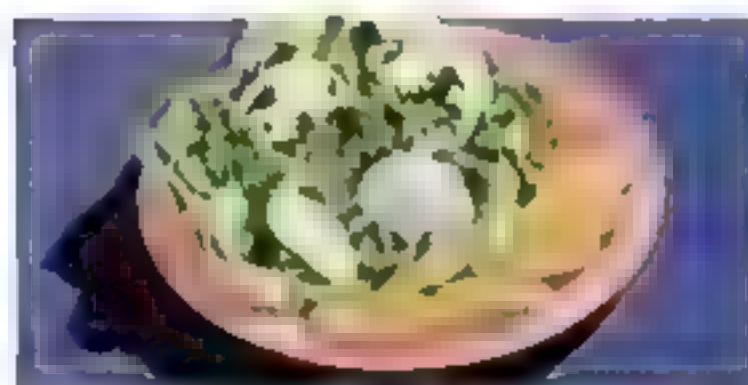
Be Modern **BUY CHRYSLER!**



It takes the special flavor of RITZ crackers to bring out the best in cheese!



GO ADVENTURING when you buy cheese—try all kinds from homely American to sophisticated Roquefort—but when you choose the cracker to serve with them, *play safe with Ritz!* For Ritz will *do more* to bring out the full, rich flavor of cheese than any cracker you ever tasted. You see, Ritz is a very *special* kind of cracker, made in a *special* way. It has a glorious flavor all its own. A marvelous baking process seals in its crisp freshness. That's why it became America's largest selling cracker—and why it *continues* to hold first place in popularity.



MAN'S SALAD of greens, cottage cheese rolled in chives and Ritz. How they'll love it—and *you* for serving their favorite cracker. Every one prefers crunchy, golden Ritz—with meals, beverages, and right out of the package. Be sure to order Ritz from your food dealer today!



FRIVOLOUS FRUIT CUP with pineapple sticks, grapefruit and oranges (such a pleasant way to get vitamins!) given a final touch of perfection with Ritz. Don't confuse other crackers that may look similar with the *genuine* Ritz. Ritz is *unique and different*. Ask for it by name.

IT'S AMERICA'S FAVORITE CRACKER—A PRODUCT OF NATIONAL BISCUIT COMPANY



At 6:30 p. m. prompt dinner with his son, wife and guest, then a half hour of symphonies on the phonograph, then hour talk with wife, then at 8:45 again to bed.



For meditation, he keeps a private shrine on the third floor of his house, with a stained-glass window. The telephone here does not ring, is used only for calls out.



Editor Freeman (right), holder of twelve degrees, gives one at Richmond University to Richmond Times-Dispatch Editor Virginius Dabney. Their papers will soon merge.

SECRETARIES!... save time and energy

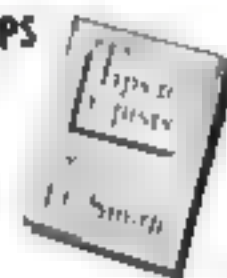


NEW CONCEALED TOUCH SELECTOR

SECRETARIES LIKE this feature. It personalizes your machine...seven positive adjustments from *very light* to *extra heavy*. Once set it stays set... out of sight... away from meddling hands. Phone any L C Smith representative for free demonstration.

SEND FOR FREE TYPING TIPS

New edition of "Tips to Typists." Useful little booklet of time-saving ideas on typing. Also explains special L C Smith features. Mail Coupon.



L C SMITH & CORONA
TYPEWRITERS INC Desk 3
171 Almond Street, Syracuse, N. Y.

Maybe some of your "Tips to Typists" would be new to me. Please send free copy.

Name _____
Address _____
City _____ State _____

THE NEW *SuperSpeed*
L C SMITH
... new freedom for secretaries



Schwinn-Built European Touring Model

Enjoy a bicycling vacation just once, and you'll never go without your Schwinn-Built "lightweight" again. The new 1940 Schwinn-Built bicycle buyer's guide, containing 24 pages of beautiful, natural-color photographs of America's finest bicycles, will help you make your selection. Be sure that you have a copy of this helpful FREE booklet before you buy. A postcard will bring it by return mail. Address: Arnold, Schwinn & Co., 1714 N. Kildare Ave., Chicago.

"There's always a best—in bicycles it's Schwinn-Built!"

FREE!



Ride Schwinn-Built Bicycles



Family merriment greets this sober young man when he informs his parents (center) that he is engaged to his Finnish sweetheart (left). Below: Two months after the son has gone to war, his mother, now a war-worker herself, tells his parents she is going to have his baby.



IN FIRST CURRENT WAR PLAY, "THERE SHALL BE NO NIGHT," THE LUNTS STIR BROADWAY



ALFRED LUNT BROADCASTS

Instead of petering out as usual, Broadway's season is winding up with a rush of good drama. Last week's gala event was *There Shall Be No Night*, first play about the current European war. Its author is Robert Sherwood, whose *The Inheritors* won a 1939 Pulitzer Prize. Its stars are the theater-splendid couple Alfred Lunt and his wife Lynn Fontanne. Its chances of being an important hit were so great that the 19 members of the Drama Critics Circle postponed their annual award until they could look it over.

What they saw was a simple, poignant story about an eminent Finnish doctor played by Alfred Lunt made up to resemble Thomas Mann. As a Nobel Prize winner, Lunt starts the play by broadcasting to America: "and His American wife and his son, like good people in any country," enjoy their family life in Helsinki and feel comfortably remote from war. Then comes the Russian invasion and the family is destroyed defending its homeland.

Reactions to the play differed but all testified to its eloquence. Raymond Clapper, Washington columnist, thought it might have "a deep influence upon national feeling about the war," called it "a stark inflammatory job, pleading for intervention." New York critics praised its fine acting, gave it top rating of four stars. Audiences were moved to tears but left the theater heartened by Sherwood's conclusion that barbarism would be conquered and in the name of man. "There shall be no night." *Recreation*—5.



Planning their wedding, these hopeful youngsters look forward to a busy life. Says the idealistic boy: "If there's going to be a better future, we're the ones who are going to make it."

CONTINUED ON PAGE 50



WHY MEN LEAVE HOME- HAPPY

"Goodbye, Honey—so long, Scouts, see you to-night!" Brimming with contentment, satisfied that "all's right with the world", off he goes.

To millions of Americans, the right start of the day depends on a cup of good coffee. No question about it—gloriously good coffee does something to you, awakens something within that makes life seem better.

Here is coffee so flavorful and fragrant that it's America's largest seller—so supremely good that every 7th family buys it—so profoundly satisfying that its popularity is measured by millions of cups every day.

And, no wonder! It is the pick of the plantations,

and roasted to the zenith of flavor. Unlike scores of coffees, A&P never grinds these flavor-laden beans until the moment you purchase them. Then, correct grinding for your own coffee maker gives you all of nature's fresh, full flavor at its best.

Its fine quality would normally make A&P Coffee expensive, but because we bring it direct from plantation to you, eliminate in-between costs, and share the savings with you—you get it at amazingly low prices. Tomorrow at breakfast start serving A&P Coffee. Watch your men-folks leave home—happy!

AT ALL A&P FOOD STORES



Your A&P clerk will grind your coffee exactly right for your own type of coffee pot: *coarse* for Regular Pot; *medium* for Percolator; *fine* for Drop Pot; and *extra fine* for Vacuum Pot.



Your choice of three distinctive blends is offered you in A&P Coffee—Eight O'Clock, mild and mellow; Red Circle, rich and full-bodied; Bokar, vigorous and winey.

Every seventh family in America buys delicious, freshly ground A&P Coffee—and thousands save up to 10 cents a pound—an example of how A&P cuts living costs.



In a deserted schoolhouse on Finland's battlefield, Alfred Lunt addresses a few soldiers amid rumbling guns: "Listen! . . . one may say easily and dramatically that it is the

death rattle of civilization. But I choose to believe differently. I believe it is the long-deferred death rattle of the primordial beast. We are conquering bestiality . . . with

the power of the light that is in our minds." After this speech Lunt dies in battle. The writing on the wall is a song of brotherhood from *Kalevala*, epic poem of Finland.



Illustrated: Packard One-Twenty Family Sedan, \$1150* (white sidewall tires extra)



PACKARD 120: Car of the personal pronoun!

THE NEXT TIME you meet a One-Twenty owner, notice his choice of personal pronouns. When he mentions his car, we'll lay you odds that it's "my" One-Twenty—instead of "the"!

For this *particular* eight does this *particular* thing to owners. It gets under their skins—grows closer to their hearts the longer they own it. For the Packard One-Twenty has *personality*. It's as gloriously different in its ride and handling as it is in its looks.

Every One-Twenty owner admits this—even brags of it. He will draw pictures of its stunning lines on anybody's tablecloth...go into ecstasies over its dash and spirit...go into minute detail on the riding comfort its *extra length* affords.

But he enthuses most, perhaps, about its astonishing thriftiness with gasoline and oil. And if he has had his car long enough for any servicing—he will tell you with relish that One-Twenty service charges are right in line with those of even *much smaller cars*.

But better than all this—take the wheel of this superb car yourself! Do it *now*.

And as you glide along at the speed of your choosing, you'll be conscious of *sights*, not *sounds*. Of a swiftly widening gap between you and the commonplace run-of-the-road cars you leave behind . . . of scenery unrolling smoothly and excitingly . . . of being the *one* motionless object in a world that's spinning past.

And when you finger-flick the wheel around and head for home—compare the Packard One-Twenty with any other eight. And if it isn't *your* next car—well, one of us must be losing his sense of values!

PACKARD 120

\$1038

AND UP. Packard 110, \$867 and up. Packard 120, \$1038 and up. Packard Super-8 160, \$1524 and up. Packard Custom Super-8 160, \$2245 to \$3300. *All prices delivered in Detroit, State taxes extra.

ASK THE MAN WHO OWNS ONE

Deanna Durbin Her Hope Chest...

There is only one
genuine Lane Ce-
dar Hope Chest,
and it can be
had in over 200
styles and woods
...from \$15.50 up.



The LANE SPRING Special

No. 48-1780—A matchless
value in a large, 18-inch, beau-
tiful chest of modern design in
superb Oriental and American
walnut veneers. Center panel is
two-piece. A matched Oriental
wood, flanked by panels of
two-piece. A-matched walnut.
Has Lane Automatic Tray.

\$29.75

Due to extra transportation cost, \$3.50
the price in the West is . . .
Slightly higher in Canada



The Ideal Gift for Sweetheart,
Mother, Sister, or Daughter . . . for
Birthdays, Weddings, Graduation, Confirmation, etc.



Lane Chest—No. 44-1737. An 18th-century ma-
hogany drawer chest. The two top drawers are
simulated. No. 44-1747, the same chest in walnut.



Lane Chest—No. 48-1716. A modern waterfall de-
sign in blonde Primavera veneer. Equipped with
the convenient Lane Automatic Tray.



Lane Chest—No. 48-1777. A colonial design of
unusual beauty in antique maple. Equipped with
Lane Automatic Tray.

LANE

Cedar
THE GIFT THAT

Starts

A LANE, of course

"It's loads of fun collecting for my Lane Hope Chest" says **Deanna Durbin**
Universal star in "IT'S A DATE"

WHEN DEANNA DURBIN, that wisp of a girl who has won the hearts of all America, starts her hope chest, it's news that everybody will love to hear.

And of course she chose a Lane, the glorified, modern cedar hope chest that gives guaranteed moth protection. For this most cherished of gifts is to contain her wedding trousseau... provide sanctuary for her downy woolens, her dainty, ribboned silks... until that day she starts a home of her own.

Your hope chest can be an exact duplicate of Deanna Durbin's Lane Cedar Hope Chest... containing all Lane's exclusive and patented features, and backed by a free moth insurance policy written by one of the world's largest insurance companies. See this Deanna Durbin chest and many other exquisite Lane models now at your dealer's The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada Knechtels Ltd., Hanover, Ont. Also makers of Virginia Maid Cedar Chests without Lane's exclusive features.

WHY THE LANE CEDAR HOPE CHEST CAN GIVE GUARANTEED MOTH PROTECTION

1. The only tested aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of 3/4 inch aromatic red cedar in accordance with U. S. Government recommendations.
4. New waterproof Lane-welded Veneers insure sealing in of proper moth killing cedar aroma.
5. Lane patented process of chemically treated interiors evens aroma flow and prevents stickiness.
6. Free moth insurance policy written by one of world's largest insurance companies.



LANE Deanna Durbin HOPE CHEST

No. 48-1755. A superb example of modern American craftsmanship. Center panel is four-piece, matched stump American walnut separated from sunburst matched Oriental wood end panels by bands of New Guinea wood. Waterfall top and base. Hand-rubbed and polished finish. Has Lane Automatic Tray. **\$3750**

Due to difference in transportation cost, the price in the West is... **\$3950**
Slightly higher in Canada

HOPE CHEST

STARTS A HOME



Mobilgas

SOCONY-VACUUM

“Wish I had His Pull!”



THIS BIG BROWN HORSE is envious! He wishes he could “pull” like Mobilgas—America’s favorite gasoline, featured in the friendly Sign of the Flying Red Horse.

Mobilgas is famous for *power*. It soars you over the steepest hills in high ... gives you instant action when you start ... silky smoothness in pick-up ... plenty of “miles per gallon”!

Why? Because Mobilgas atomizes quickly *inside* your fast-firing, modern engine. Every drop burns cleanly,

completely...powerscylindersevenly.

It all adds up to “Balanced Performance”...every mile you drive!

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock value.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

SOCONY-VACUUM OIL COMPANY, Inc.

AND AFFILIATES

Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



Home after seven years of shipwreck on a deserted island, Ellen Arden (Irene Dunne) is told by her children they can't "talk to strangers," learns her husband has just married



This strange look comes into Nick Arden's (Cary Grant) face when, with his new wife (Gail Patrick) beside him, he confronts on his honeymoon the wife pronounced legally dead.

MOVIE OF THE WEEK:

My Favorite Wife

New twist on "Enoch Arden"

When Tennyson published *Enoch Arden* in 1864, he never dreamed he was providing an industry called the movies with one of its most staple plots. David Wark Griffith, in 1908, first pounced upon Tennyson's tale of the shipwrecked sailor who returns to find his wife remarried. Released as *After Many Years*, this primitive one-reel masterpiece was distinguished not only because it adapted a literary classic to the screen, but also because in it appeared the first dramatic use of the close-up. The same story, this time called *Enoch Arden*, served Griffith for his first two-reel movie in 1911. Since then, the dilemma of Tennyson's long-lost tar has been rewarmed in a dozen films, sometimes tragic, some-

times gay. Most recent was *Too Many Husbands* with Jean Arthur (LIFE, March 11). Current is *My Favorite Wife* with Irene Dunne and Cary Grant.

Everything Tennyson never dreamed of has been done to his story in *My Favorite Wife*. The shipwrecked mariner is transformed into a female photographer. The wife with two husbands is changed to a husband with two wives. Gags replace sighs, a happy ending Tennyson's somber one. Sole distinguishable landmarks are the names of Nick and Ellen (for Enoch and Anne) Arden. Yet *My Favorite Wife*, by virtue of fresh twists, funny dialog, and superb direction by 27-year-old Garson Kanin, overcomes the handicap of ancient plot, adds up to first-rate comedy.



Wife No. 2 cannot understand husband's weird behavior on their wedding night. Leaving in the bridal suite a troubled and unkissed bride, he flits mysteriously about hotel.



Wife No. 1 discovers, to her joy, that her husband still loves her, plants herself in his home as a friend of his childhood and then sets about quietly to win him back from Wife No. 2.

"Gone with the Wind"

GLOVES by KAYSER

Kayser takes a bit of once upon a time charm, sprinkles it with up-to-the-minute chic—and behold! Gloves as irresistibly lovely as their namesakes!

(A) **SCARLETT O'HARA**—a gay, vivacious, hand-flattering glove, exquisitely designed in silk mesh with appliqued flowers. \$1.50

(B) **MAGNOLIA**—the perfect glove for your frilly, feminine suits or bouffant garden frocks. Rayon Damsel palm with flowery lace back. \$1.00

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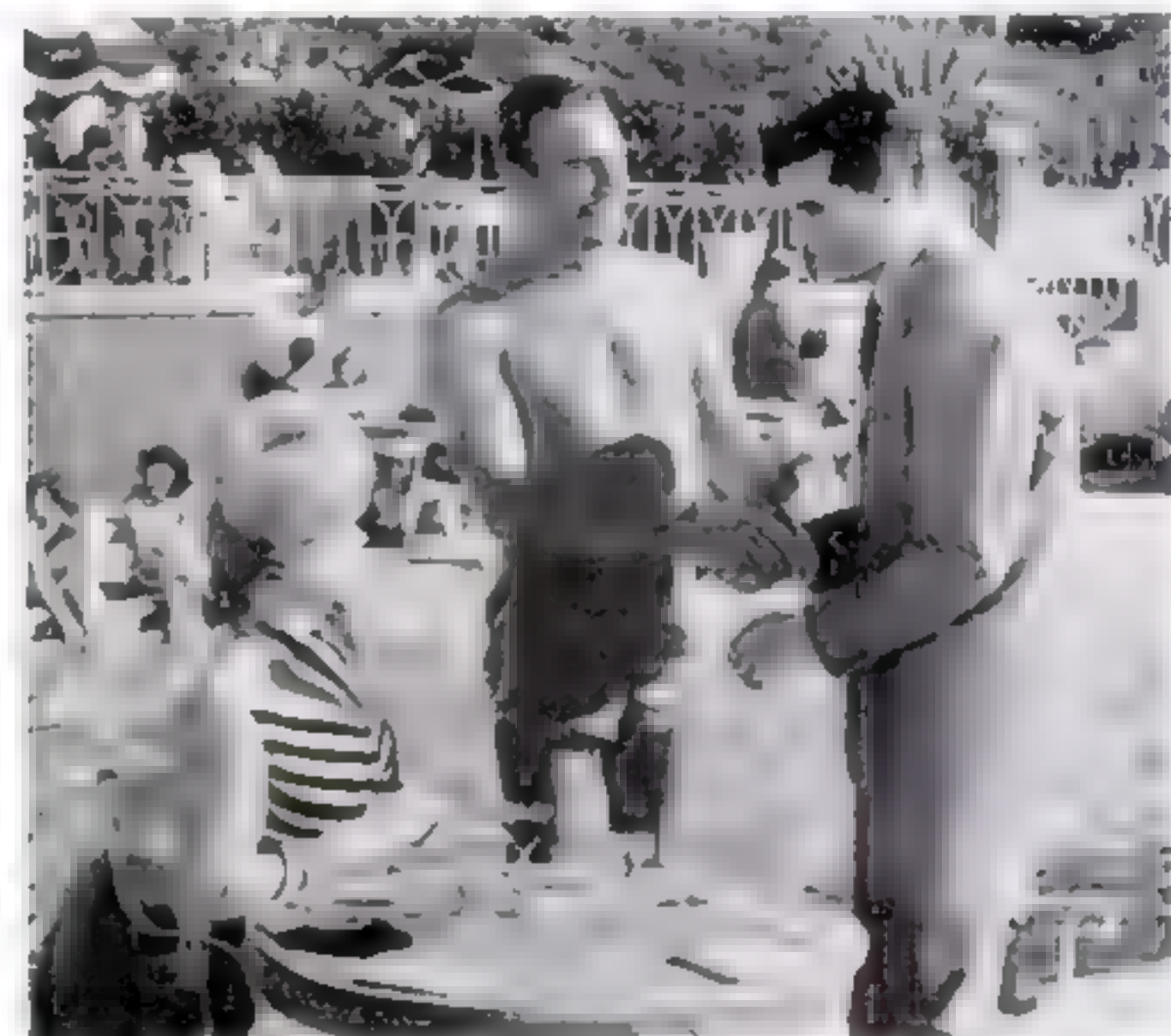


BE WISER...GIVE
KAYSER
AMERICAN-MADE

"My Favorite Wife" (continued)



Jealousy gnaws at Nick when he hears that Ellen shared her island with a man, that they called each other "Adam and Eve." Ellen bribes a meek clerk to play "Adam."



The real "Adam," an athletic vegetarian, is discovered by Nick. To Nick's irritation over their island friendship, "Adam" retorts with a marriage proposal for "Eve."



A case of psychic turmoil afflicts Nick in his law office, where he imagines "Adam's" muscular torso swaying overhead. He decides to tell Wife No. 2 about Wife No. 1.



Arrested for bigamy, after a frantic encounter with a psychiatrist, Nick Arden is hustled jailwards by two brawny detectives. By this time Wife No. 2 is furious.



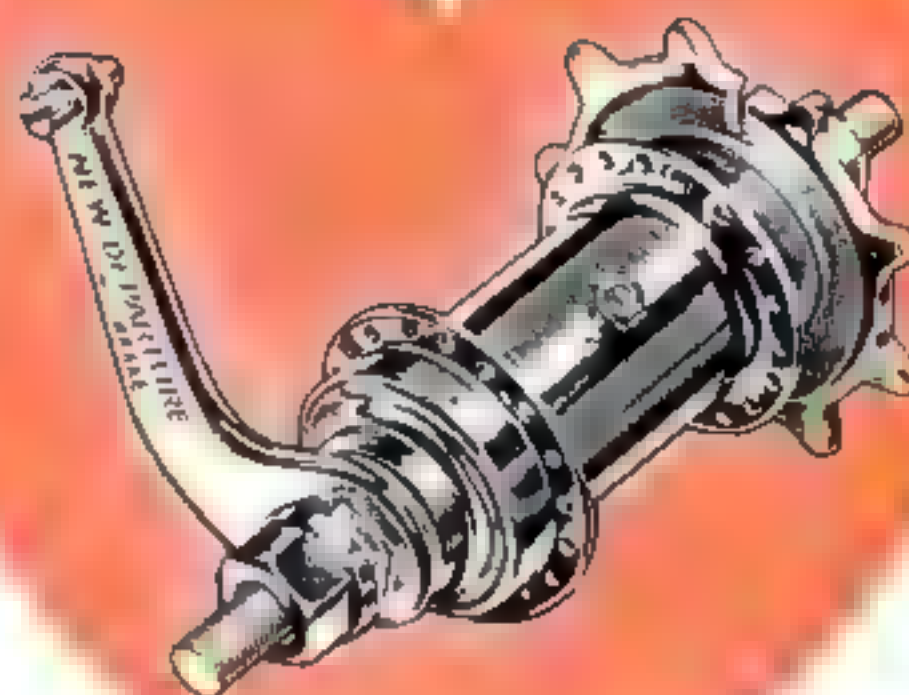
A likeliest legal problem confronts Nick in court. If he swears Wife No. 1 is still alive, he is an avowed bigamist. Wife No. 2 helps him decide by bloodying his nose.



When night falls, after wrestling with an old mattress in the attic, Nick returns to Wife No. 1. The judge helps by telephoning an annulment of Wedding No. 2.

The *Heart* of the Bicycle **NEW DEPARTURE**

Coaster Brake in the Rear Hub



It drives...and coasts...and brakes!
And—operating from the foot pedals,
it does these jobs most dependably.

Made of alloy steels, New Departure is the strongest *and* lightest brake. And its great braking power means smoother, quicker stops—without slip, grab or jolt.

Sealed against dirt, it is certain in its driving and coasting and braking action always—hot or cold, wet or dry.

Invented, pioneered, perfected by New Departure. Proved over the years by 12 million riders throughout the world.

Compact, modern, expertly engineered—it has everything you want in a bicycle brake. The genuine costs no more! Insist that your bicycle have a New Departure coaster brake in the rear hub



LOOK ON THE HUBS OF YOUR BICYCLE
FOR THE NAME **NEW DEPARTURE**

Most Famous Name in Bicycling

Look for it on these New Departure Products

Single Speed Coaster Brake in the Rear Hub — *The Heart of the Bicycle.*

2-Speed Drive Coaster Brake — *for quicker getaway, more speed on the level, easier hill climbing.*

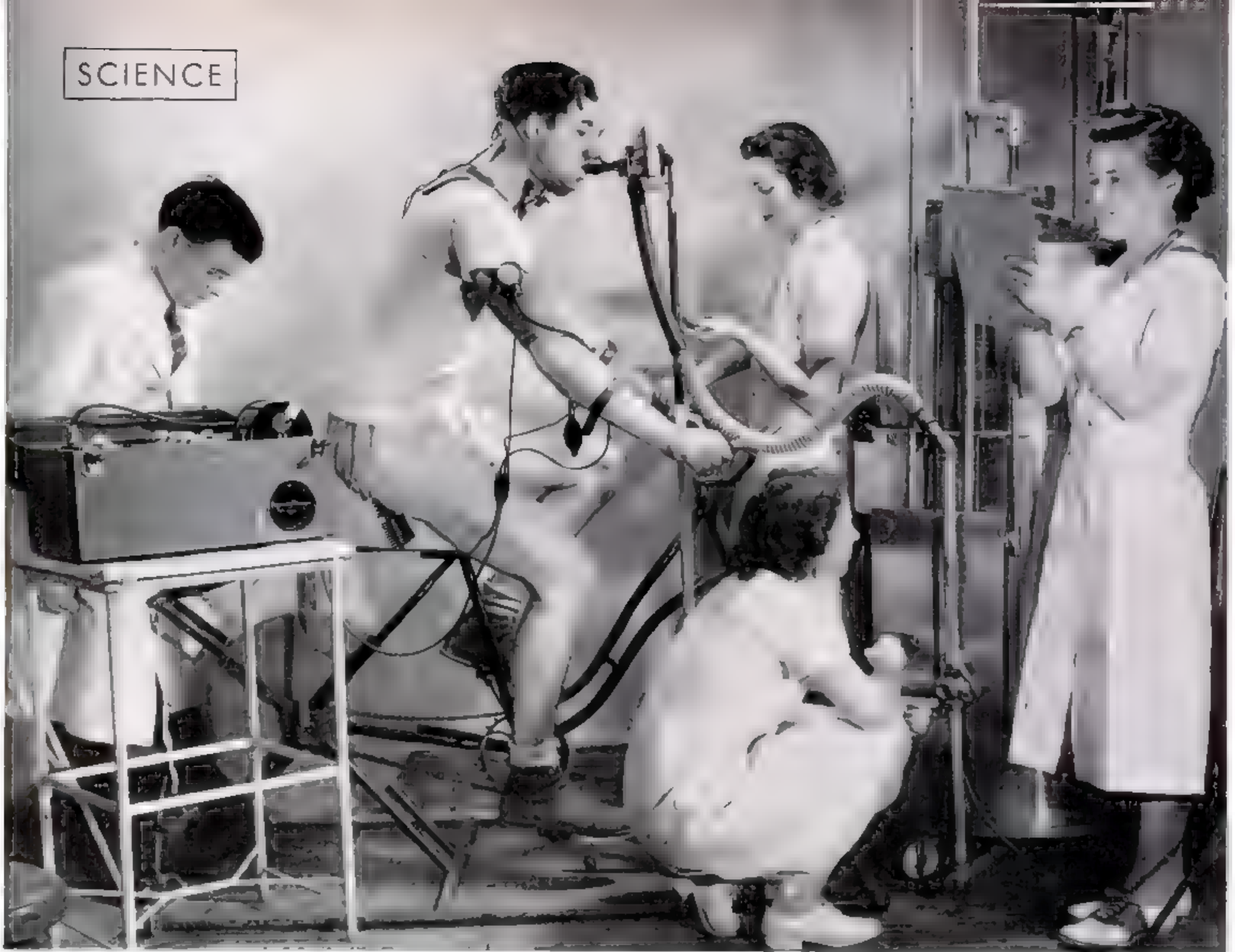
→ "Speed Changers"—*for installation on your old bicycle to give you 2 speeds—high speed and low speed.*

Front Wheel Brake (in the front hub).

Frictionless Ball Bearing Front Hubs... Trouser Guards...

Coaster Brakes for Chain Drive Tricycles... Cyclometers.

N E W D E P A R T U R E



Exercise laboratory is equipped for complete observation of the athlete in action. At left is stethocardiograph, which

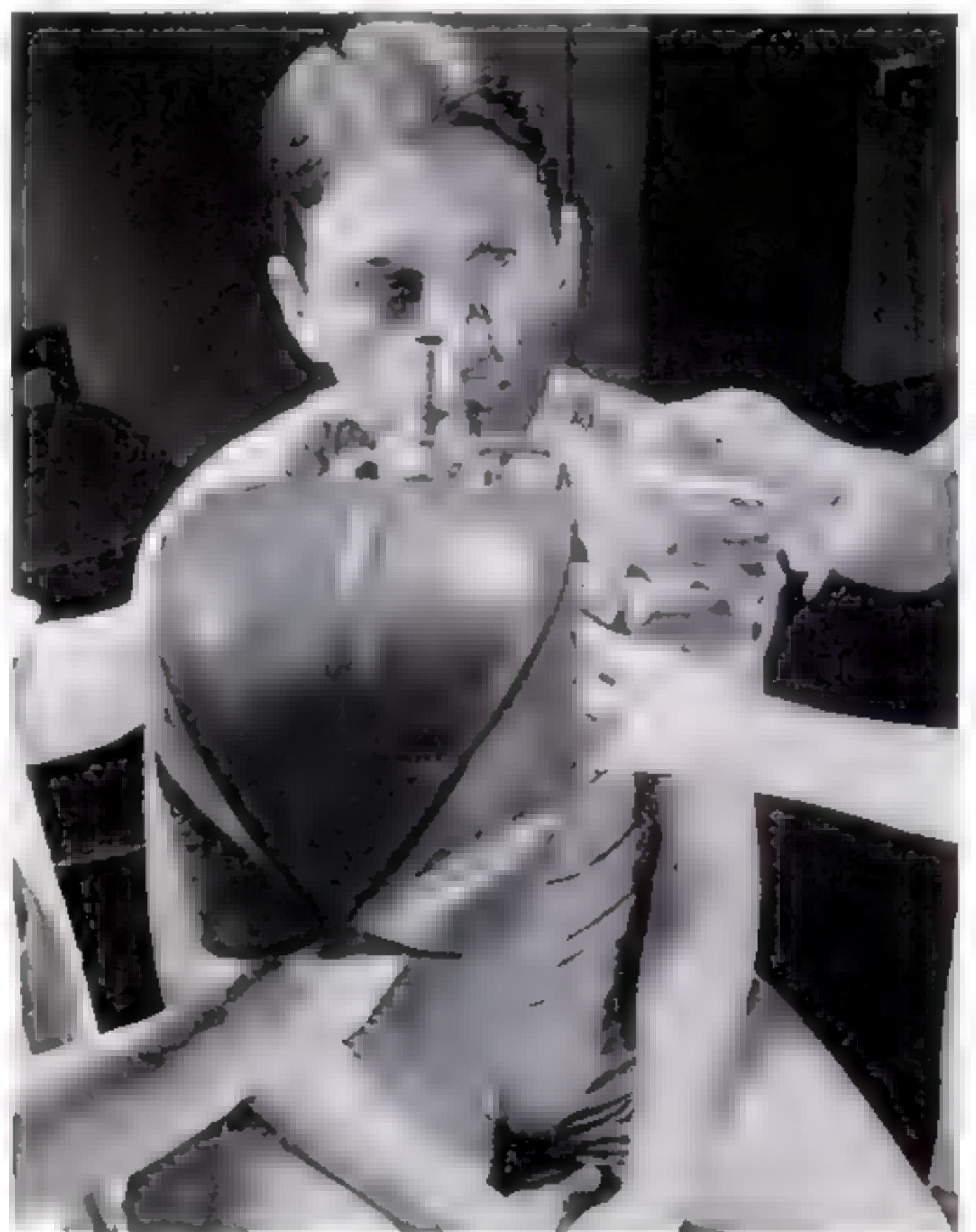
takes sound and electrical readings on the heart. Collar on athlete's neck takes pulse of carotid artery while an assist-

ant takes the wrist pulse. Volume of oxygen consumption through tubes, is recorded by the gasometer tank at right.

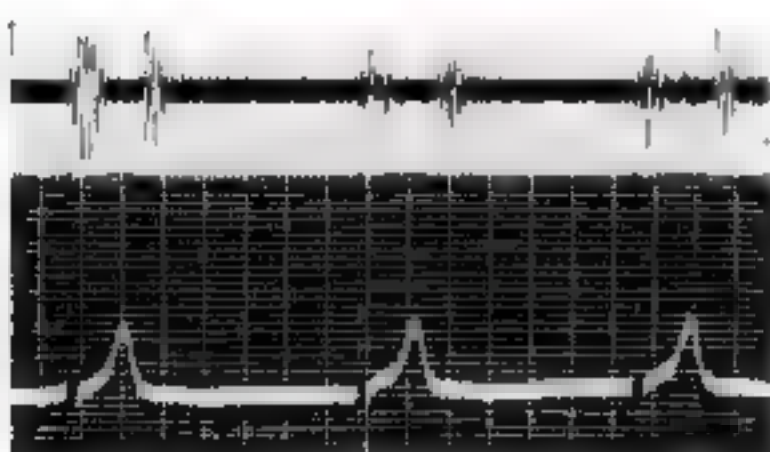
EXERCISE STUDY AT MINNESOTA UNIVERSITY HAS ATHLETES PERFORMING AS GUINEA PIGS

Dr. Ancel Keys, at the University of Minnesota, is the only U. S. scientist whose work is supported on the budget of a university athletic association. His guinea pigs are Minnesota's athletes, and his work is one of the most thorough investigations of physical exercise ever undertaken. In his laboratory, he festoons his subjects with wires and tubes, sets them sprinting on a treadmill and pumping the pedals of a stationary bicycle. The wires and tubes, leading to a battery of recording devices, take exact measurements of the chemistry and physics of the athletes' bodies in action.

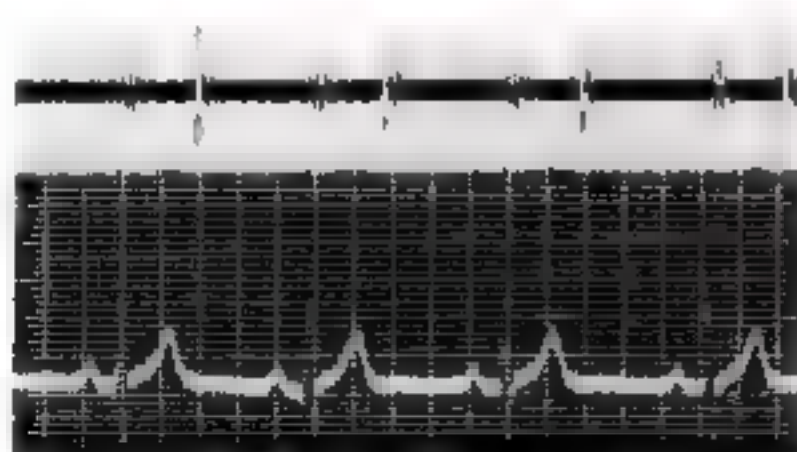
Supplemented with the same readings on athletes before and after exercise and ultimately with similar readings on non-athletes of all ages, the study promises to produce a complete atlas of physical exertion. The first studies of 300 athletes have already upset at least one old superstition. With an ingenious X-ray camera, Dr. Keys has for the first time made accurate measurements of the size of living hearts. He has discovered that athletes' hearts do not increase in size. To accommodate their greater loads, athletes' hearts beat more slowly, fill and contract more completely at each beat, appear larger when expanded.



Blood flow in athlete's body is measured before and after exercise by acetylene re-breathing bag. Acetylene, exhaled, is trapped in glass tubes for later analysis.

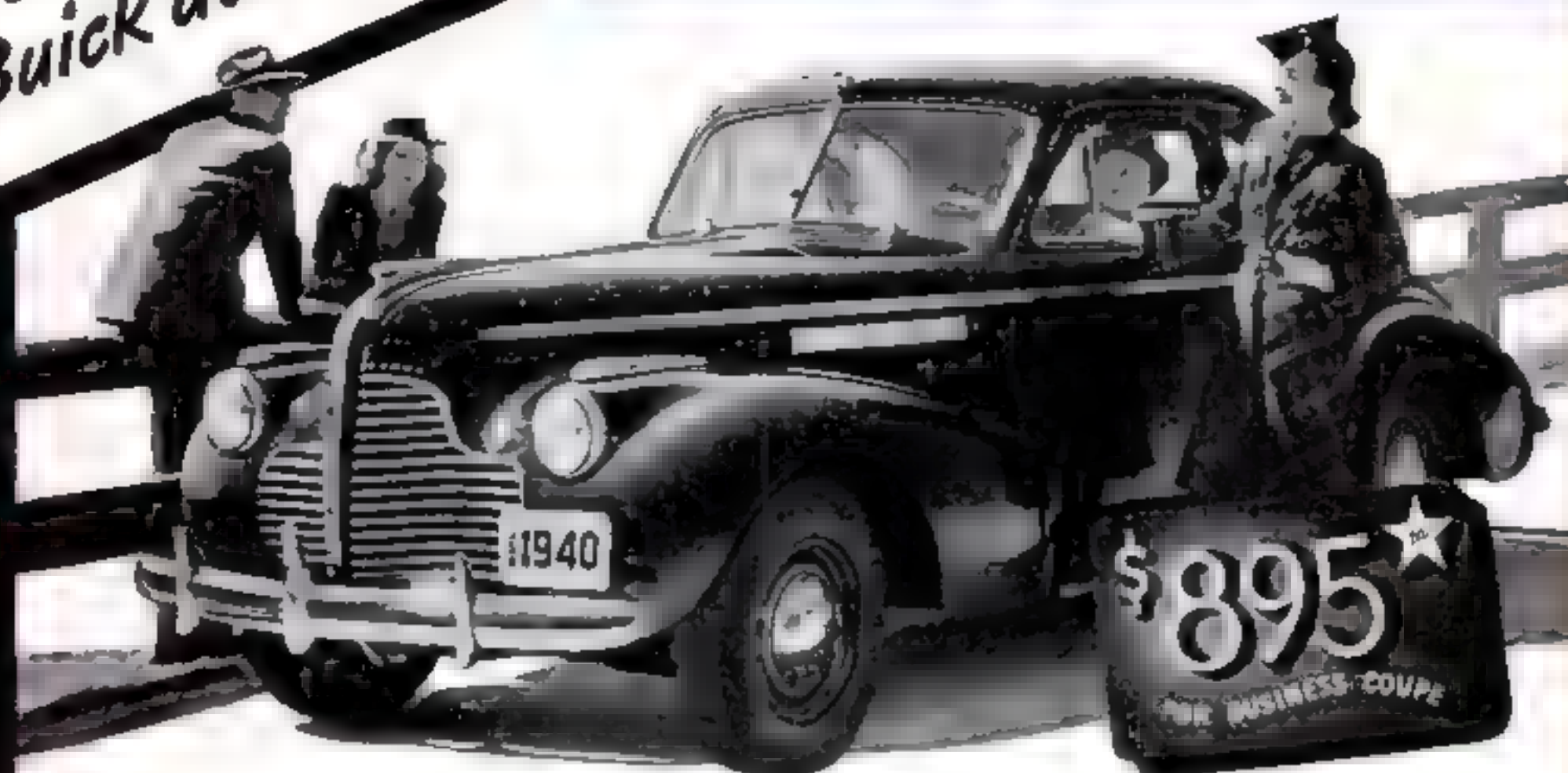


Athlete's heart, on stethocardiograph electrical and sound tracks, shows a slow, strong beat.



Non-athlete's heart is nearly one beat faster in the same interval; sound track tone is fainter.

*Sure we're busy—
because you find a great
car and a swell deal
at your Buick dealer's*



Smart Spot for Your Money too!

WHY do you suppose more people are buying this season's great Buick than ever bought any Buick model before?

Why do you suppose nearly twenty per cent of these people—almost one out of five—are trading in cars from the lowest-price field?

Plainly because the car is outstandingly and excitingly *good*.

Not just in style, or comfort, or size, or power, or solid inner worth—but in *all* those things. The yardstick, really, of 1940 values and what a modern car should be.

And plainly too—because *the price is right*. Low enough for you to reach—*on a car worth reaching for!*

Look: Prices begin at \$895 ★ for the business coupe, delivered at Flint, Mich. As usual, transportation based on rail rates, state and local taxes (if any) and optional equipment and accessories are extra. Prices, also, are subject to change without notice.

Even so, delivered prices are real eye-openers—you have to see what they buy *first* before you can soundly judge anything else that's offered.

So look Buick over. See it *first*. You'll come back to it, as others have, as the smartest spot for any man's money this season!

Send for: What to Look for in a Demonstration—a guide to new-car buying you can't afford to be without. Write Buick Motor Division, Flint, Mich.

**"Best buy's
Buick!"**

EXEMPLAR OF GENERAL MOTORS VALUE

This
GOOD NEWS
IS **4**
YEARS OLD



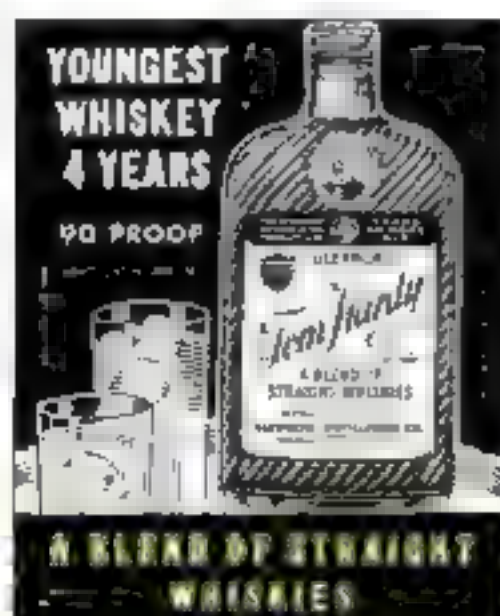
Now old enough to be bonded, Glenmore Silver Label (90 proof), comes to you as an older, milder and more mellow whiskey.

NO INCREASE IN PRICE

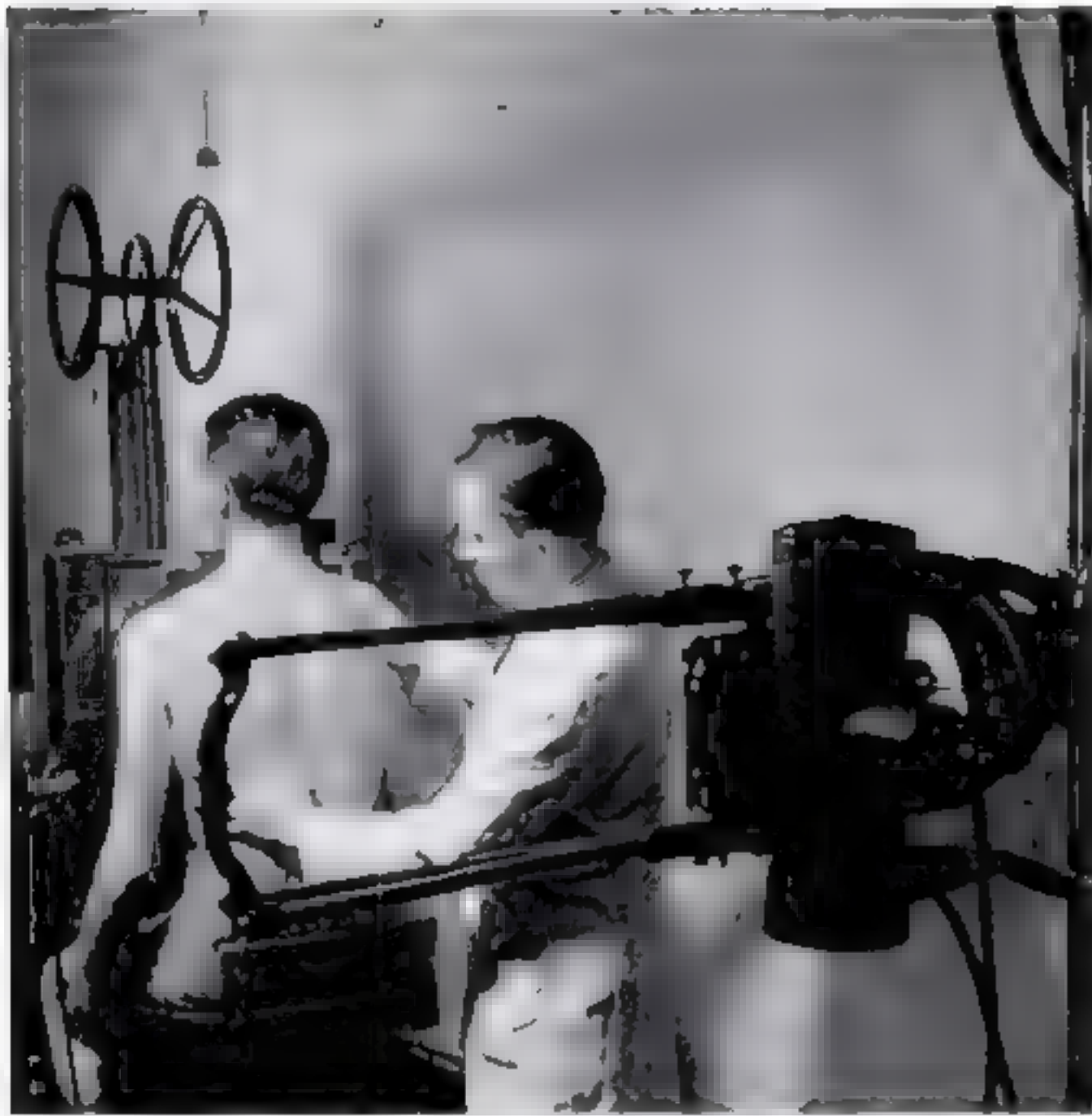
Pour
Glenmore
...you get more

Copr. 1940, Glenmore Distilleries Co., Incorporated

• OTHER GLENMORE PRODUCTS •



"Parade-ground collapse," or stagnation of circulation, is here measured in its effect on heart by Stetho-Cardiette. Plates on arms and legs take electrical record. Microphone over the heart takes sound record. Right arm is strapped for blood pressure.



X-ray camera, specially designed, takes photograph of expansion and contraction peaks of heart. Ray is shot from tube at right, subject sits facing camera at left.



Heart action is plotted on X-ray negative by Dr. Keys. White bars represent two-second intervals. Number of peaks and their depth show speed and vigor of heart.

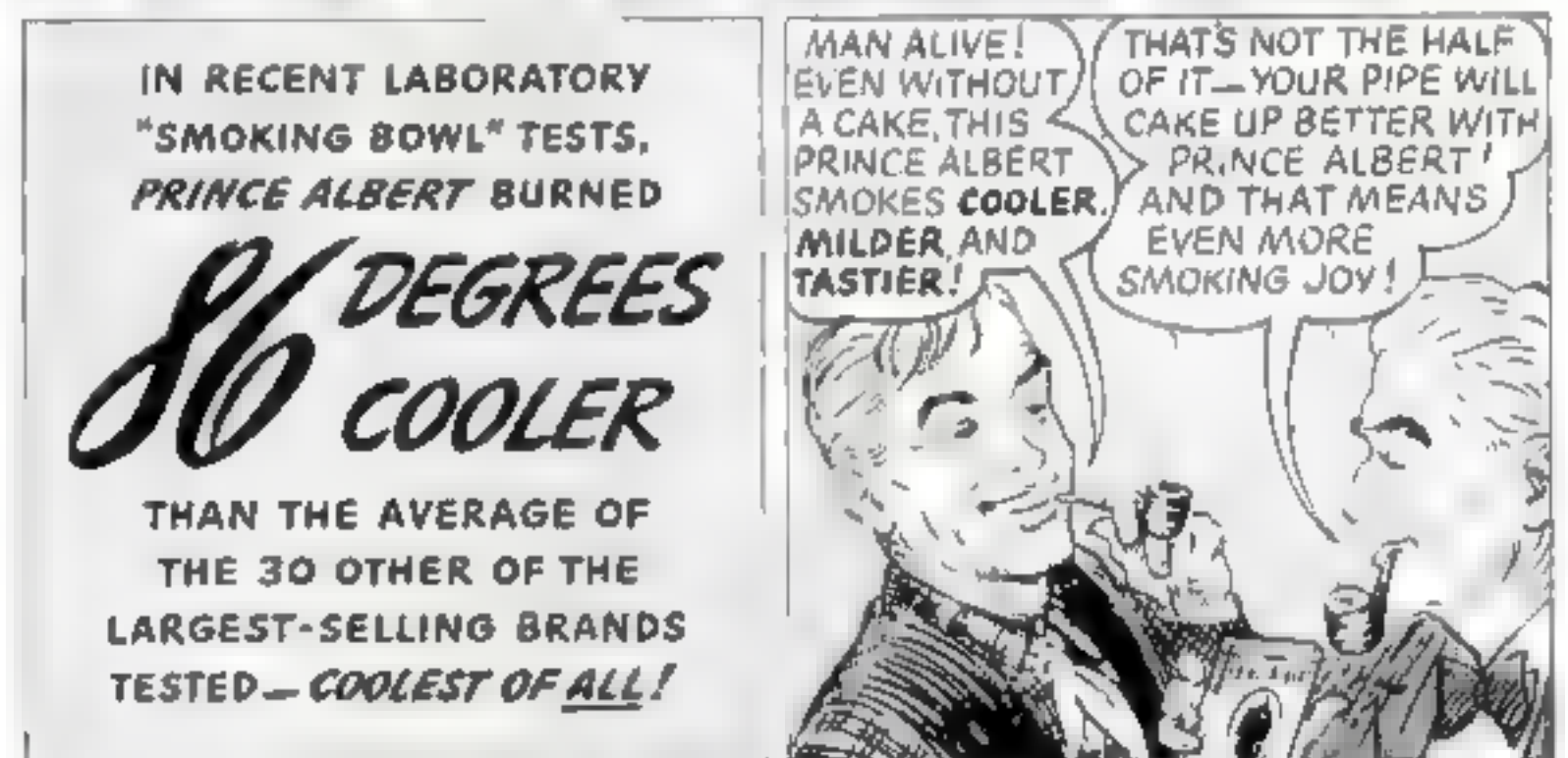
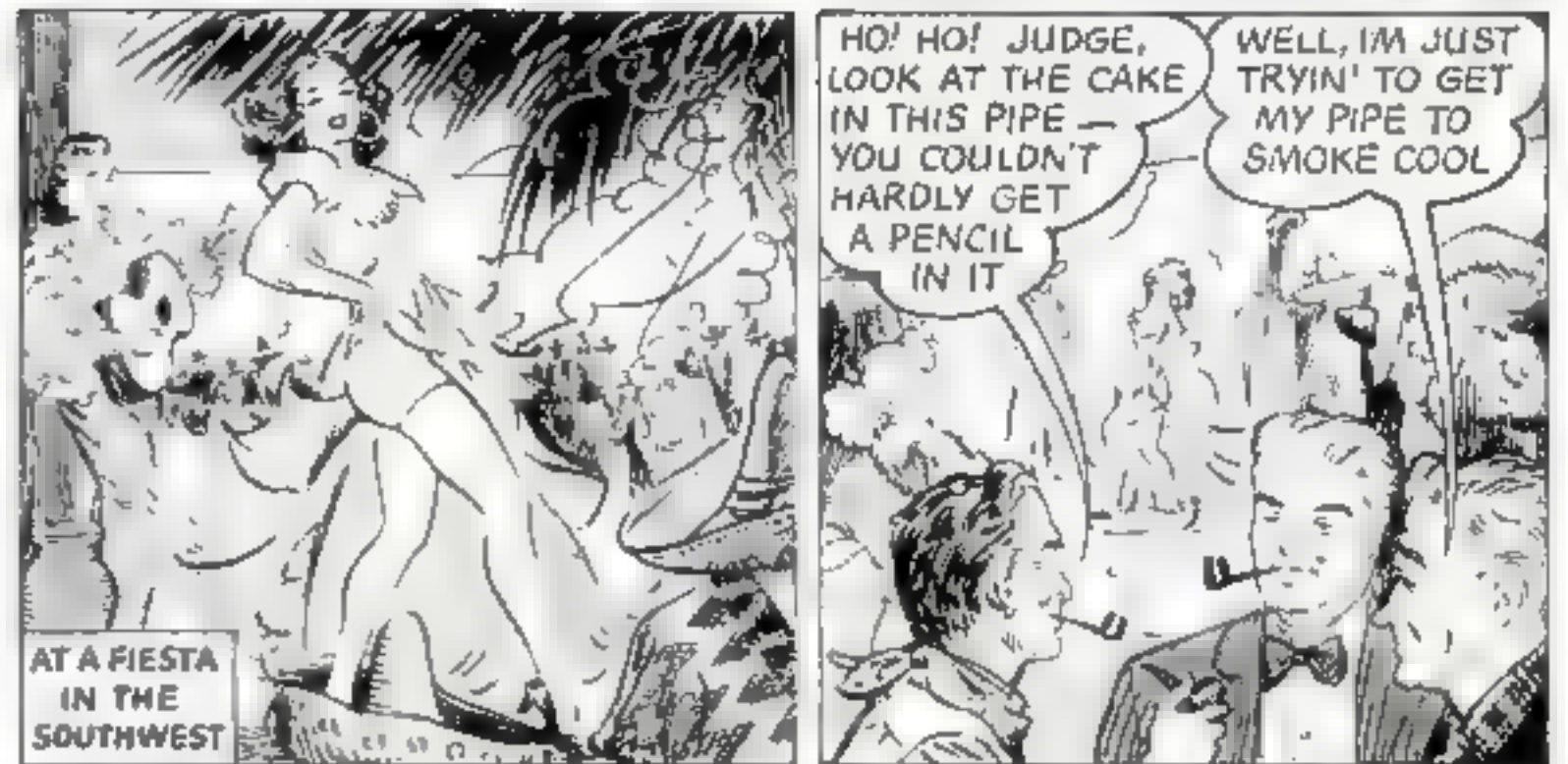


Non-athlete's heart shows five shallow peaks in two-second interval, indicating quicker, lighter pulse than athlete's.



Athlete's heart shows two deep peaks in two-second interval. Heart is no bigger than normal but its expansion is.

OL' JUDGE ROBBINS

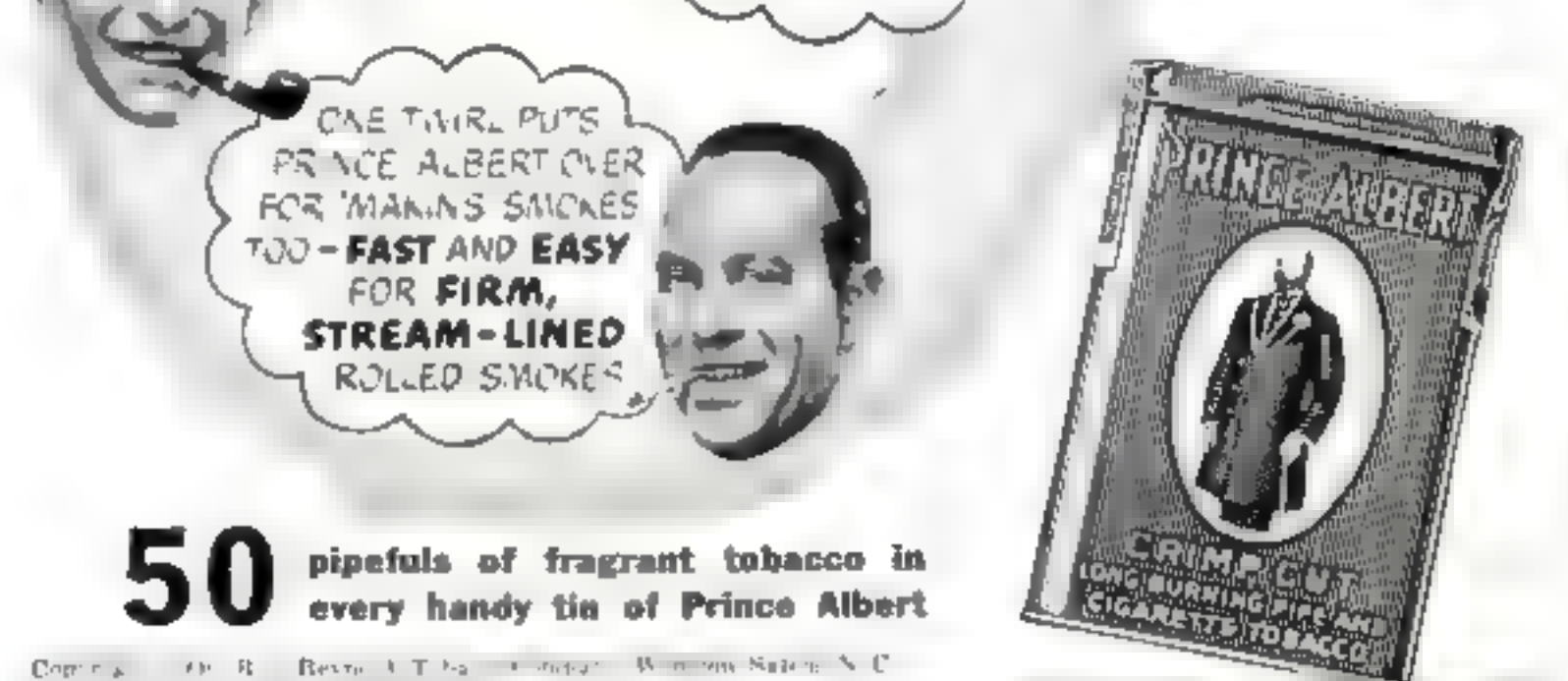


PUFF YOUR WAY IN

TO THE CIRCLE OF **SMOKING Joy!**

PRINCE ALBERT IS THE TOBACCO I USED TO DREAM ABOUT—COOLER-BURNING, EASIER ON THE TONGUE—REALLY FRAGRANT

YOU DON'T HAVE TO RELIGHT PA EVERY MINUTE IT STAYS LIT BETTER, BURNS EVEN, AND DRAWS LIKE A CHARM!



PRINCE ALBERT THE NATIONAL JOY SMOKE

To Hong Kong—one week



Clyde Sunderland made this historic picture of the China Clipper, first of the Pan American Airways clipper fleet to make the flight from California to Hong Kong. As the Clipper cleared the new San Francisco bridge, a ferryboat ploughed slowly across the Bay, adding an inspired touch of symbolism to the picture. The photograph ranks as one of the masterpieces of aerial photography. Made on Eastman Film.

American Beauty



A great picture of a great schooner—one of America's most celebrated ocean-going yachts, close-hauled on a hard thrash to windward in Block Island Sound. Commodore Morris Rosenfeld took the picture. In beauty of action, beauty of composition, speed, interest, drama, it stands as one of the best he has made in his long and distinguished photographic career. Made on Eastman Film.



— and the pursuit of happiness

CENE

Early American

Basic Industry

Kurt Schelling's photograph of a molder in the foundry of Cramp Brass and Iron Foundries Company, pouring a lead pot of molten manganese bronze at a temperature of approximately 1900° F. into a mold for a ship's propeller, powerfully represents the tension and strain of modern industry. The picture has won widespread recognition as an industrial photograph. *Made on Eastman Film.*

Greatest of all the world's cataracts—symbolizing, with its resistless flow of energy, the boundless resources of America—Niagara Falls every year draws hundreds of thousands of tourists to its brink. Cameraman E. M. Newman made the impressive and beautiful photograph below, using human figures, silhouetted against the Falls, to give some idea of its mighty volume and sweep. *Made on Eastman Film.*

Toni Frissell, one of America's most gifted women photographers, took this picture (left) of a Santa Clara Indian, dressed in ceremonial robes, and standing on the roof of his adobe house in the pueblo of Santa Clara, New Mexico. The photograph has the most characteristic qualities of the artist's work—verve, brilliance, originality, the power to portray life and vitality. It has been widely exhibited throughout the country. *Made on Eastman Film.*

The great
pictures
are made on
**EASTMAN
FILM**

Of 500 million photographs taken every year in America, over half are pictures of children. Another popular subject is pets. A photograph like this one (left), with its charm, spontaneity, and crystal clearness, is the ideal of every picture-taking parent. *Made on Eastman Film.*

500,000 tons a minute

KODAK PRESENTS ENTIRELY NEW COLOR SHOW
AT THE NEW YORK WORLD'S FAIR

Last year, nearly 4,000,000 people marveled at the beauty and drama of Kodachrome full-color pictures projected on a 187-foot screen, longest in the world. Don't miss the new show—and don't forget your Kodak

There is an Eastman Film for every picture-taking need. Use Eastman Film always. It pays . . . Roll-Film Users: Accept nothing but the film in the familiar yellow box—Kodak Film—which only Eastman makes . . . Eastman Kodak Company, Rochester, N. Y.

SHAWLS, THE NEWEST ACCESSORY GAG,

Out of limbo for the first time in twelve years, the garment defined by Webster as "a loose covering for the neck and shoulders" is fashion's latest gag. In 1928, when they were last popular, shawls were huge lace or silk squares dripping with fringe and worn with careful nonchalance over short evening dresses. The 1940 versions are made of silk, wool or cotton. They measure anywhere from 36 to 75 in. They are teamed with everything from playsuits to dancing dresses. Except as substitutes for summer evening wraps or sports jackets, shawls have



Best-selling shawl is a silk-and-wool triangle, 50 x 50 x 75 in. Over her tailored suit, this girl pins it to her left shoulder, holds the ends firmly bunched in front.



1 Sid brought down the house with his sword swallowing trick at our club show. So, as chairman of the entertainment committee, I volunteered the drinks "Okay," says Sid, "but be sure mine's made with TEN HIGH!"



2 "How come?" I ask him. And Sid says, "Sword-swallowing is one thing, but when it comes to a highball I'll take the whiskey with No Rough Edges!" And no wonder! That TEN HIGH went down mighty easy, and its rich flavor sure Doubled My Enjoyment of a swell evening!

GET THAT
TEN HIGH
SMILE



MISTER, IT'S
A MIRACLE!
ALL WHISKEY,
RICH WHISKEY
—WITH "NO
ROUGH EDGES."
THAT'S
TEN
HIGH!

90 proof
Hiram Walker
& Sons Inc.,
Peoria, Ill.

STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY

Double your enjoyment with
TEN HIGH

SELL WELL BUT MAKE LITTLE SENSE

no *raison d'être* beyond women's perennial desire for novelty.

That the shawl this spring answers that craving is amply demonstrated by the fact that smart stores are featuring them, that thousands of dollars have been spent on advertising them, that sales exceed their promoters' wildest dreams. To find out what a modern girl does with a shawl, LIFE got a pretty model, dressed her for shopping, party-going, country hiking and badminton, and then provided her with shawls for each costume. What she did with them is shown here and on the following page.



Luxury shawl is a 36-in. square of fringed silk printed with multicolor flowers. It costs \$25. Model draped it over her head, threw ends back over her shoulders.

CONTINUED ON NEXT PAGE



The time has come for Beech-Nut Gum

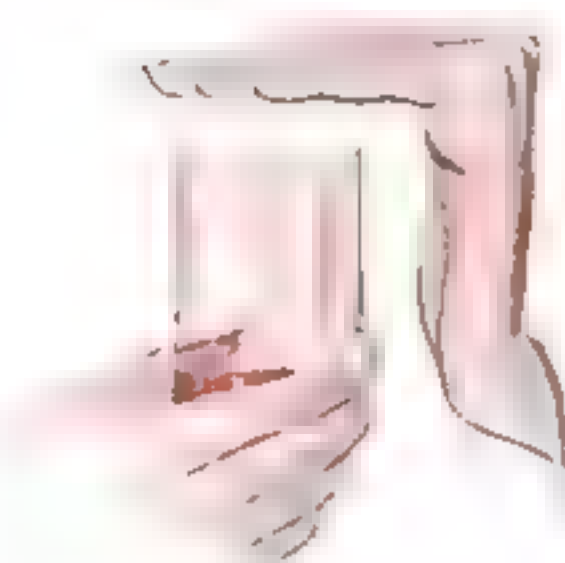
Bicycling! Tennis! Golf! All sports are extra fun when you refresh with Beech-Nut Gum. Your choice of Peppermint, Spearmint, Oralgum and three flavors of candy-coated BEECHIES, Peppermint, Spearmint and Pepsin. Beech-Nut Gum is made in Flavor-Town (Canajoharie, N. Y.) . . . famous for Beech-Nut flavor and quality.

Beech-Nut Gum



Sorry... we're holding
out for White Rock

you know, that mineral
water tang



**GOOD WHISKIES
DESERVE**

White Rock

**ALL OTHER WHISKIES
NEED IT!**



Not bottled, carbonated
local tap-water



—but pure mineral
spring water that
improves your drink.

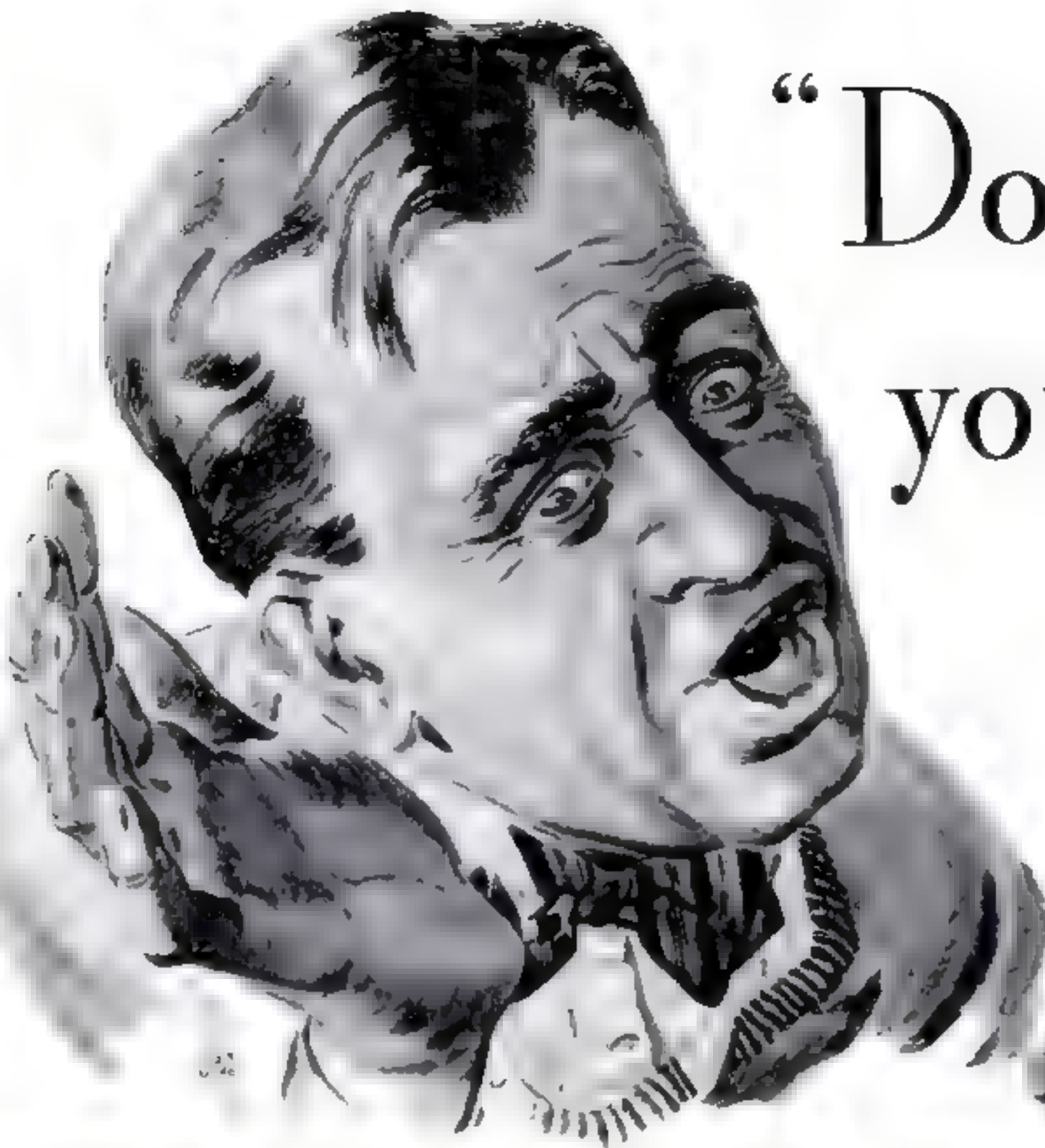
Shawls (continued)



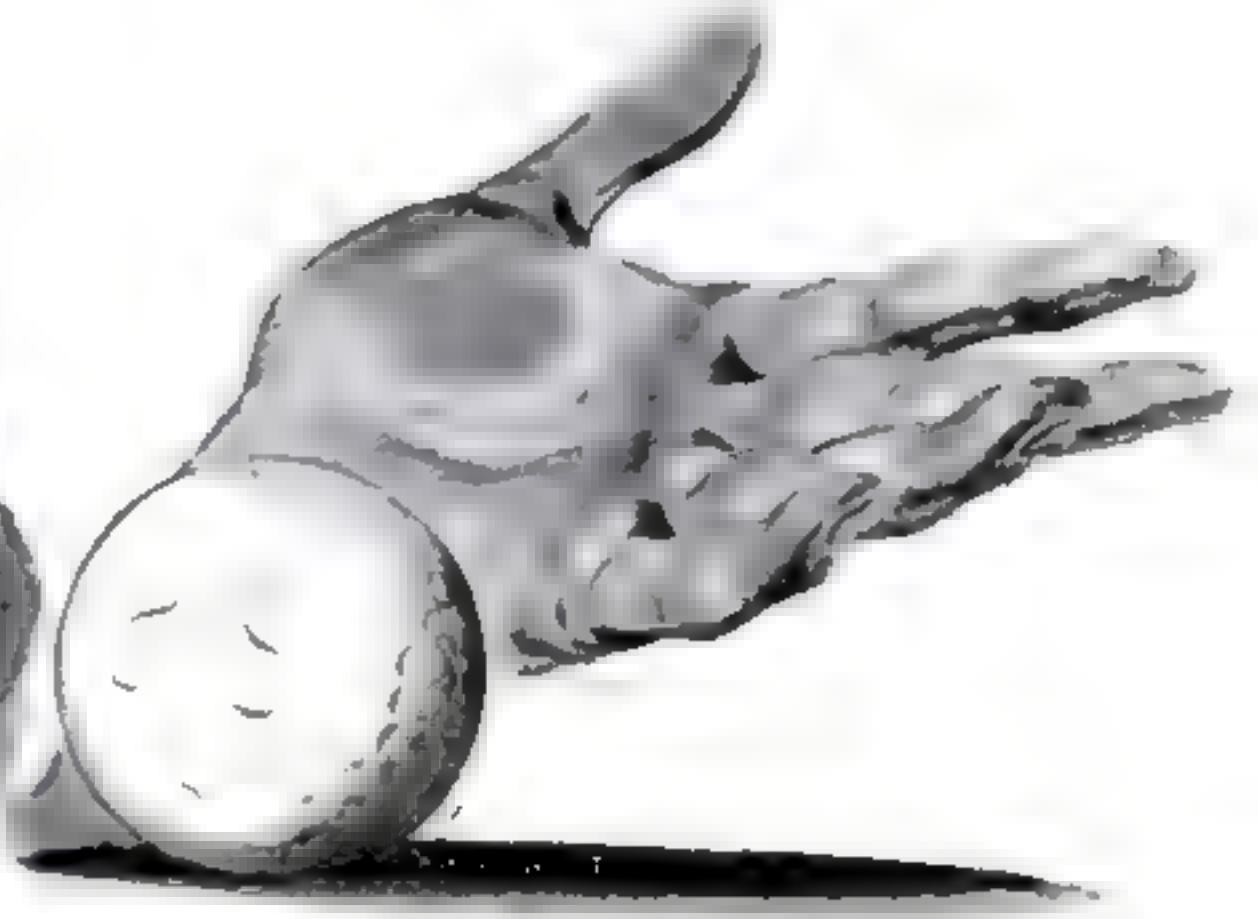
Plaid wool shawl can be carried along on country walks, thrown over shoulders when the wind turns chilly. This type is selling well, competes with sports jackets.



Terry cloth, light and absorbent, makes a shawl to cover shoulders during pauses in the game. This one is blue edged with gay red-and-white loops. It sells for \$3.



“Don’t I treat
you nice?”



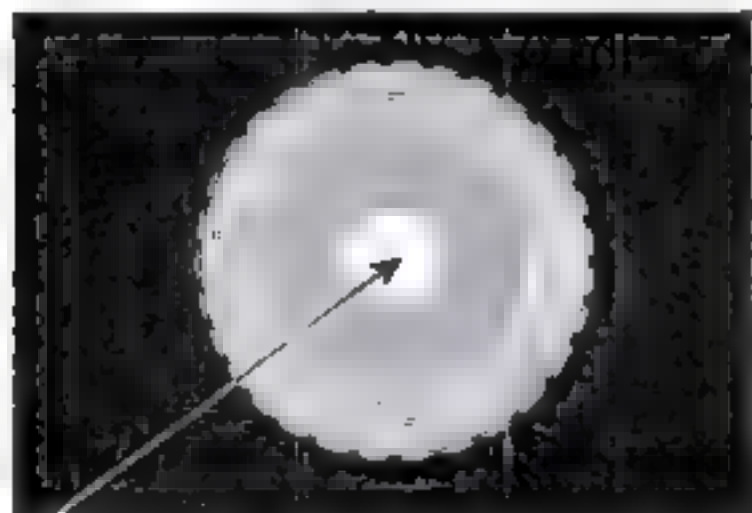
“Well... Jumpin’ Jimminy... there you go again! I give you a nice sweet kiss and *zwoosh* you’re heading for the woods in a haywire hook, fudin’ like a dead duck. Last time you sliced. Listen, I’m not asking for eagles but...”



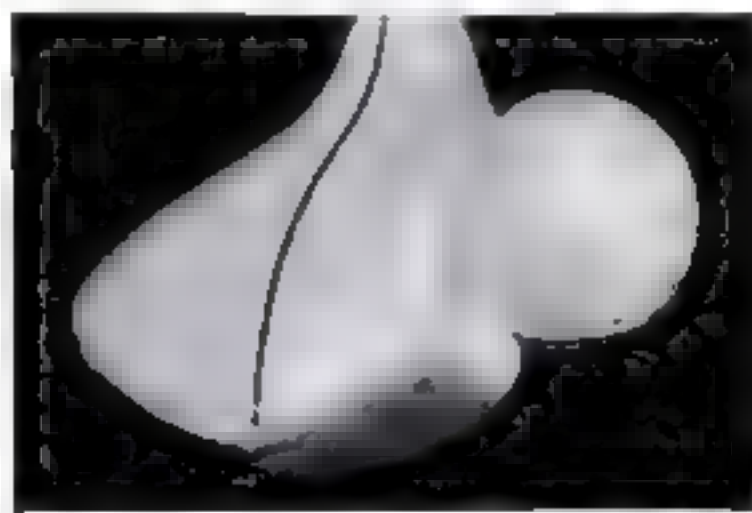
“And when we’re in trouble — do I ever try to take it out on your hide? No! But if I’m even just the least touch off... *blow* — your cover looks like I’d slugged you with a meat axe...”



“Oh, hello Mac. Gosh, I’m ready to...” Mac the Pro: “Whoa! Your form’s okay. Here, next round, play this *normie nor*. New kind of ball — toughest Spalding’s ever made. Distance? This baby’s shut full of it. And strap it! She’ll never give you those undeserved hooks and slices...”



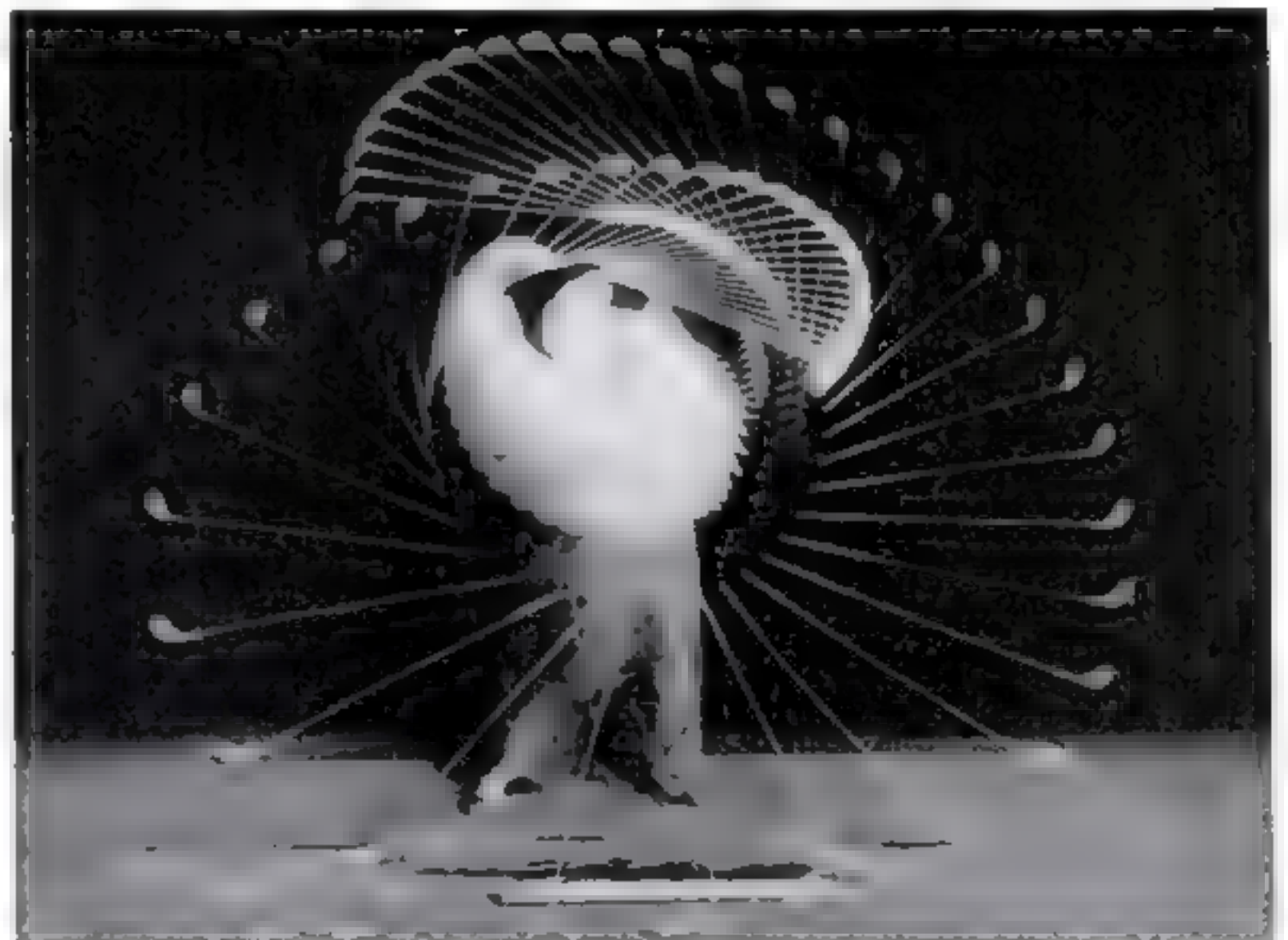
Permanent balance. Like the world-famous Spalding power balls, *nor* and *nasir*, the new *normie nor* has Spalding’s exclusive True Solution Center, 100% liquid. No minerals to settle and throw it off balance. Saves you undeserved hooks and slices.



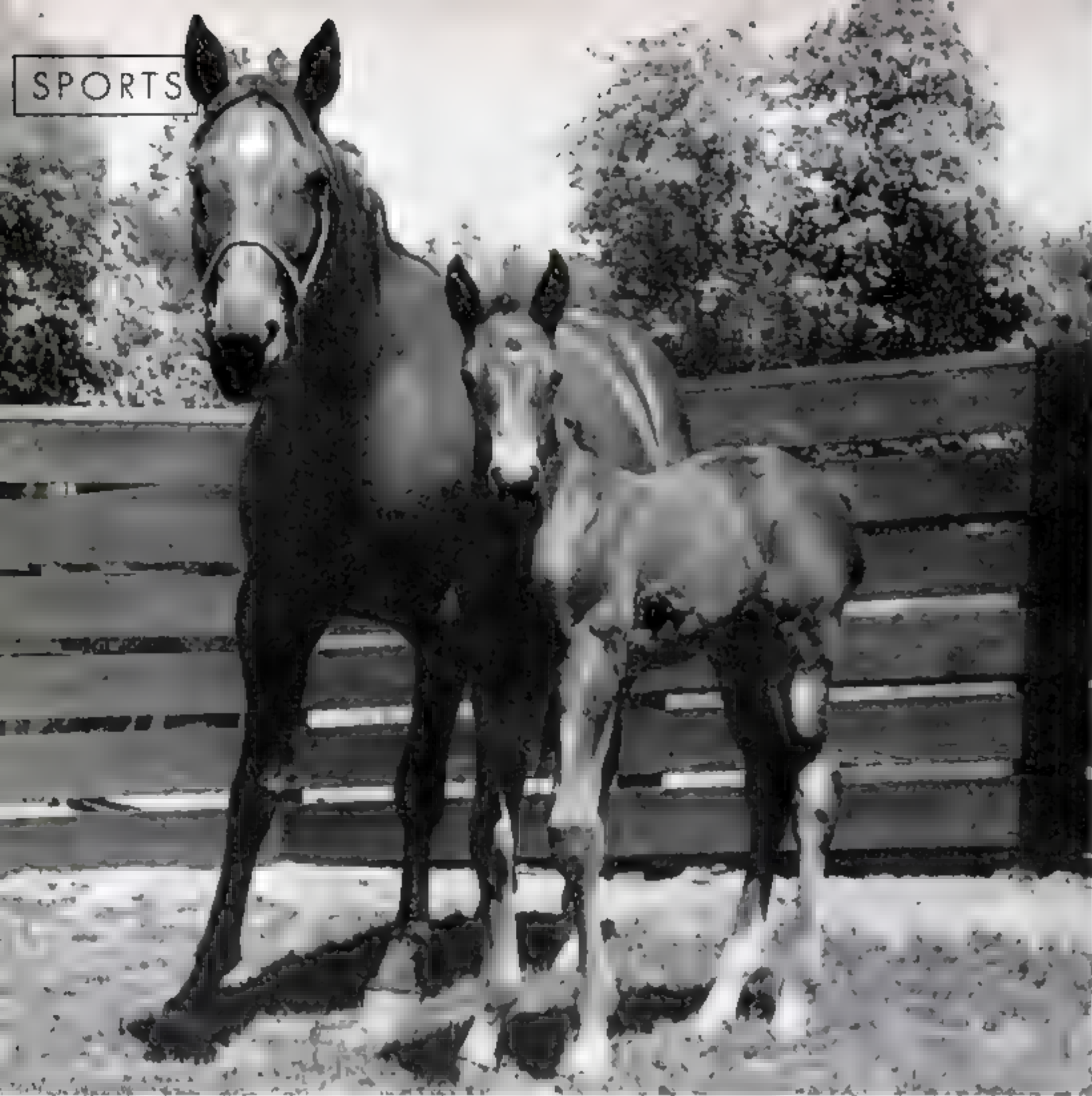
Look at that compression! *normie nor* is speeded up for extra distance by “needling” — Spalding’s *shot-thru-the-cover* that builds up tension, gives long fast flight. And *tough* — *normie nor*’s Geer patent cover is specially armored to take the sharpest topping.

Spalding

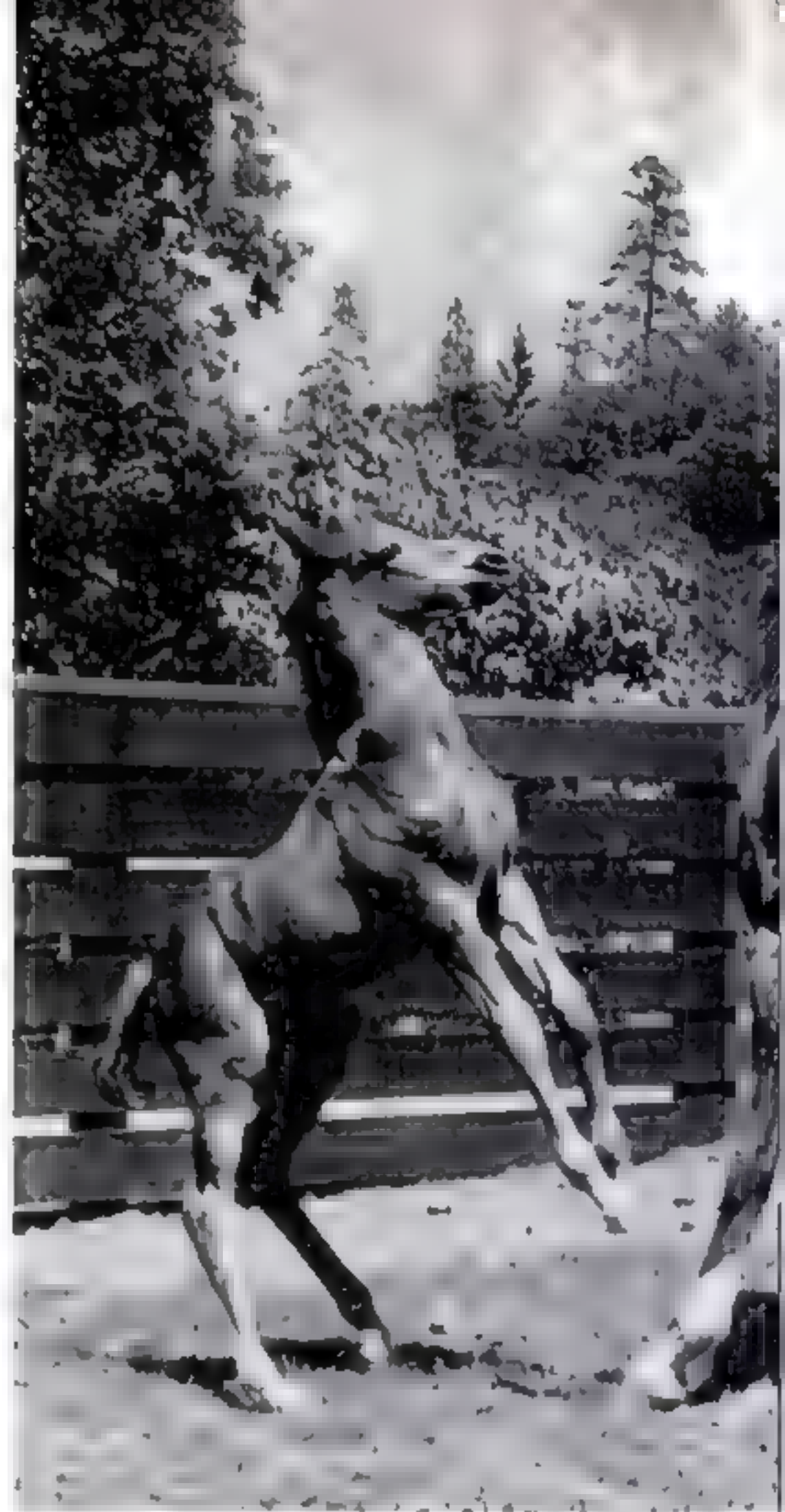
INTRODUCES THE NEW GOLF BALL
D • O U B L E D • O T



How are you hitting ‘em? Here’s Bobby Jones of our research staff caught by Spalding’s high-speed camera. Studies of multi-flash photos like this have led to recent important developments in Spalding clubs as well as the new *normie nor* ball. Your Pro will show you how these improvements can help your game. © A. G. SPALDING & BROS., DIVISION OF SPALDING SALES CORP.



LUCILLE H.'S BAY COLT HAS INHERITED A SMUDGE OF MOTHER'S WHITE FOREHEAD STAR. HE WAS BORN APRIL 5



ILLEANA'S FRISKY CHESTNUT COLT IS SEABISCUIT'S FIRST.



BAY COLT OF LADY NIAZ KICKS HIS HEELS, LIFTS HIS TAIL TOWARD THE SPRING SUN. HE WAS BORN APRIL 24

SEABISCUIT BECOMES THREE COLTS & TWO FILLIES BORN



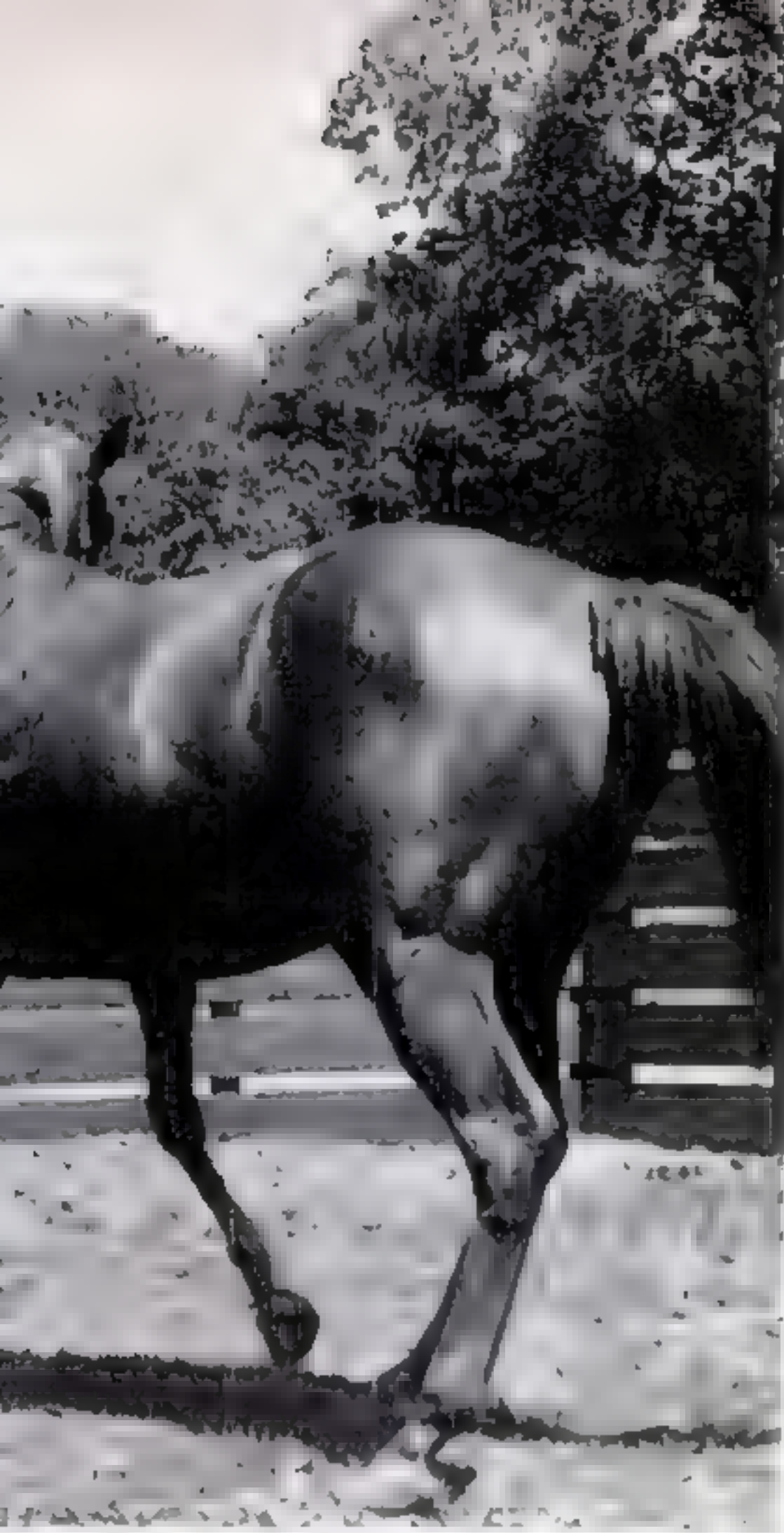
SEABISCUIT

In three weeks between Easter Sunday and April 17, Seabiscuit, greatest money-winning horse of all time, became the father of the five fine wobbly young foals shown on these pages. Three were boys, two girls. Their mothers, one-time racers retired to duties of motherhood, were doing nicely in private

paddocks at Ridgewood Ranch, 16,000-acre estate of Seabiscuit's owner, Charles S. Howard, near Willits, Calif.

Seabiscuit's brief and only interlude of conjugal duty occurred in the spring of 1939, shortly after he sprained a ligament in his left foreleg during a tune-up race for California's famed Santa Anita Handicap in his financially lean sixth year. He was bred to seven mares in quick succession. Then he was given a year's rest and was slowly conditioned for another season of racing competition.

During Seabiscuit's year of retirement, a thousand rumors rumbled through racing gossip across the land. Nicknamed "The Biscuit," he had been a hard-luck horse. Wobbly-kneed grandson of Man o' War, he had lost many a race in his early years.



BORN. HE CAME INTO THE RACING WORLD ON EASTER DAY



FLYING BELLE'S BAY FILLY HANGS HER HEAD, STEPS SEDATELY WITH SHY FEMININE AIR. SHE WAS BORN APRIL 6

THE FATHER OF FIVE TO MARES ON RIDGEWOOD RANCH

Twice he had finished a heartbreaking second in the \$100,000 Santa Anita Handicap. It was said that a thoroughbred, once having retired from racing, could never return to form. It was whispered now that Seabiscuit had proved a failure in the stud.

Last January all doubt as to The Biscuit's virility was dispelled by an announcement from Ridgewood Ranch that of Seabiscuit's seven mates, seven were due to foal. Two months later he entered the Santa Anita Handicap for the third time, won it against a dozen of the country's fastest thoroughbreds, set a new course record and piled his total earnings to the history-making total of \$437,730. Then at last the 7-year-old veteran, who came back, was retired permanently from the track.

Seabiscuit had not yet returned to Ridgewood Ranch when the little foals shown on these pages were born. Last week he was still at Hollywood Park, slowly unwinding the tensions of nerve and muscle that helped him outrun the field at Santa Anita. By the time he is ready for life on the farm, his sixth and seventh offspring will have arrived.

For the next five months Seabiscuit's sons and daughters will live in separate paddocks with their dams. In September they will be turned out to pasture, colts and fillies in separate fields. In August 1941, they will be broken to saddle. But meanwhile, Seabiscuit will have sired many another. Owner Howard keeps 25 brood mares on Ridgewood Ranch.



CHESTNUT FILLY OF DRESSAGE WOBLES BRASHLY THROUGH A STRANGE NEW WORLD. SHE WAS BORN APRIL 17

NEW MEXICO

AMERICA'S SOUTHWEST CELEBRATES ITS ANTIQUITY

The American Southwest begins in western Texas where the land rises to a dry, sparse plateau. It ends at the high mountains that border the western edge of the California deserts. In the heart of this Southwest is New Mexico, second youngest State in the Union (admitted 1912). It is fourth in area (122,690 sq. mi.), 44th in population (423,300). It is also one of the least known of all the States.

By the time 1940 has ended, the U. S. should be much better acquainted with New Mexico. Just 400 years ago, a brave and greedy Spanish conquistador named Coronado led an expedition north out of Mexico looking for the rich Seven Cities of Cibola. He found the Seven Cities but no riches. In his quest for gold, Coronado trekked across Arizona, New Mexico, Texas, even up into Oklahoma and Kansas. He went home empty-handed.

This summer the Southwest will blare forth with pageants and celebrations commemorating Coronado's trip and its own antiquity. Celebrations will be held along the conquistador's route. Five States will eventually take part and chief among them will be New Mexico. More tourists than ever before are expected in the Southwest this summer, partly be-

cause there can be no vacations to Europe and partly because year by year Americans are growing more curious about this lower left-hand corner of their country.

In New Mexico they will find a strange and diverse land. Here the Spaniard once ruled the Indian and, though the gringo now rules both, the influence of Indian and Spaniard is still strong. The Pueblo Indians still live on ancestral land in their communal villages. Towns are built of low, unobtrusive adobe. Out on the mesas still cluster the small Mexican villages. The New Mexico Legislature still requires an interpreter, for Spanish is the language of more than half the people. But right in the middle of this antique scene are up-to-date gringo towns like Roswell and Farmington, crisp as any in New England or Ohio.

The whole shape and spirit of New Mexico varies. Most of it is dry and all of it is high. In the northwest is the lofty, almost grassless Navajo country, a startling region of buttes and canyons where the rocks, worn into tortured shapes by wind-whipped sand, seem to pour out heat stored up in them by centuries of sun. Along part of the Arizona border is

an endless forest of yellow pine and along the Texas border is the endless flatness of the Great Plains. In the north-central part are great mountains, walling up deep valleys whose floors are kept green by the melting snows. The southern part of the State is arid, dusty near-desert. Its colors are brown, yellow, dull red. Here sage, mesquite and cactus defy the dryness.

In the winter the south is pleasantly warm. In the summer, the north is cool enough for comfort. Four railroads (Santa Fe, Southern Pacific, Rock Island, and Burlington); two airlines (TWA and Continental); ten fast motor highways lead into the State. For tourists there are many dude ranches, good hunting and fishing, plenty of Indian dances and picturesqueness. July and August are months of sudden showers that drop quickly from cottony clouds, disappear quickly into the hot ground.

People who dash through New Mexico sometimes find it monotonous. But those who stay and study the State soon appreciate its uncompromising starkness, its vast and lonely horizons, its rich color and strange shapes. Such visitors never forget New Mexico and most of them never stop wanting to go back.

NEW MEXICAN MESAS ARE TABLES OF ROCK WORN OUT OF THE PLATEAU BY EROSION AND ECCENTRIC COURSES OF OLD RIVERS. THIS IS THE ENCHANTED MESA NEAR ACOMA





WHITE-FACED HEREFORDS CLUSTER AROUND CLUMPS OF GRASS ON H BAR Y RANCH. THE MOGOLLON MOUNTAINS ARE MILES AWAY BUT SEEM VERY CLOSE IN THE CLEAR AIR



ACROSS COURT OF SAN ILDEFONSO PUEBLO, FAMOUS FOR ITS BLACK POTTERY, WALKS AN INDIAN MAID WITH A WASHTUB ON HER SHOULDER. DOME IN CENTER IS OVEN



The Big Room in Carlsbad Caverns looks curiously like the belly of the whale in Walt Disney's *Panocchio*. Elaborate

chandeliers of limestone stalactites drip from the ceilings. Tapering stalagmites rise from the floors. Much of these

vast underground caves is still unexplored. The temperature throughout the caverns is an even 56° the year round.



Winter on the McMillan ranch in Mangas Valley covers the ground with snow. The horses have come down to the

water hole near the corrals for a drink. Through this ranch runs the Continental Divide. Down these slopes water goes

through McMillan land toward the Pacific. Down the far slopes it runs through McMillan land to the Gulf of Mexico.



The open-pit copper mine of the Chino Copper Co. near Santa Rita is the biggest such mine in the State. Big power

shovels amble along the terraces they themselves have cut out in the red-brown hillside and pit, scooping up the ore

as they go. Copper is New Mexico's most important mineral and mining is its second most important industry.



The white sands near Alamogordo are now the White Sands National Monument, a unique Federal playground. A 275-

sq.-mi. dazzling desert, its sand is not ordinary silica or quartz, but crystallized gypsum. The southwest wind piles

the sand up in 60-ft.-high dunes, pushes it, along a 30-mi. front, toward Alamogordo at the rate of eight inches a year.



The church at Acoma, originally built in 17th Century, is one of the best examples of the two-towered adobe churches which Spanish missionaries taught Pueblo converts to build.



The church at Tesuque, a small pueblo, is all that remains of a once beautiful mission. Because it is only about ten miles from Santa Fe, Tesuque is a very popular spot for tourists.



The Rio Grande cuts down the State from North to South. Here, near the northern border, it is a small stream, flowing through country which is pretty although not very productive.



Indian dance at San Ildefonso celebrates Christ the King's day with heathen ritual. The Indians are wrapped in their Sunday best. Usually they wear shawls from a chain store.



In rural schoolhouse on the road from Santa Fe to Taos, all eight grades are taught in one room. This is recess for one grade, and the Mexican girls are enjoying their playground.



Bread is baked in primitive clay ovens at San Ildefonso. The Pueblo women produce beautiful, thick-crust loaves and have also been taught to turn out good New England pies.



Santa Fe, state capital, keeps its individuality despite the invasion of the rich and the city. Its houses are still built in Spanish style around rock patios. In center above: the domed capitol. At lower right: State penitentiary. In back: Sangre de Cristo mountains.

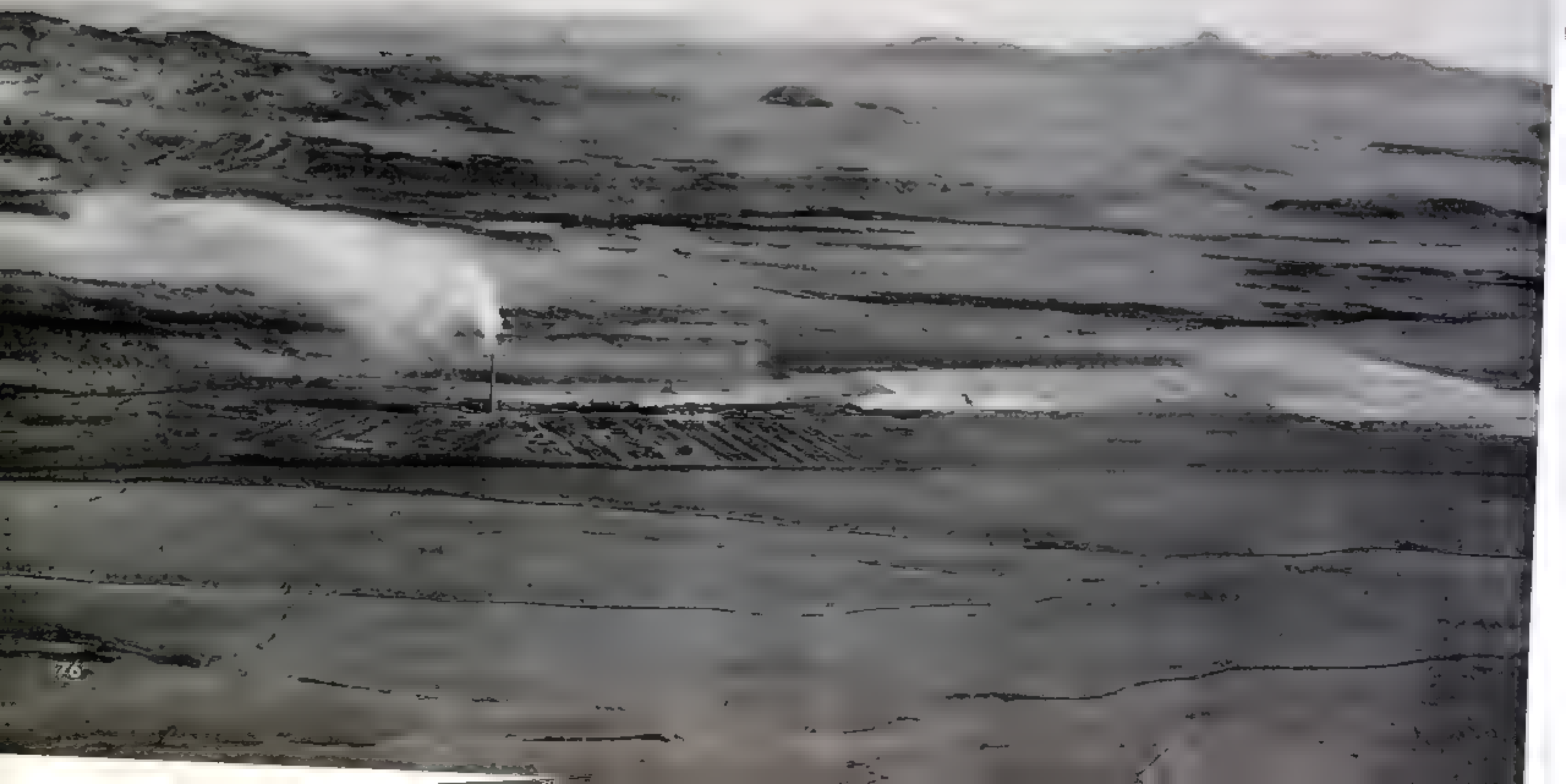
Elephant Butte Dam backs up the lower Rio Grande to form a 400-sq.-mi. lake, largest body of water in the state. New Mexico has only 141 sq. mi. of natural water surface, less than any other state. Water impounded by this dam irrigates farms for miles around.



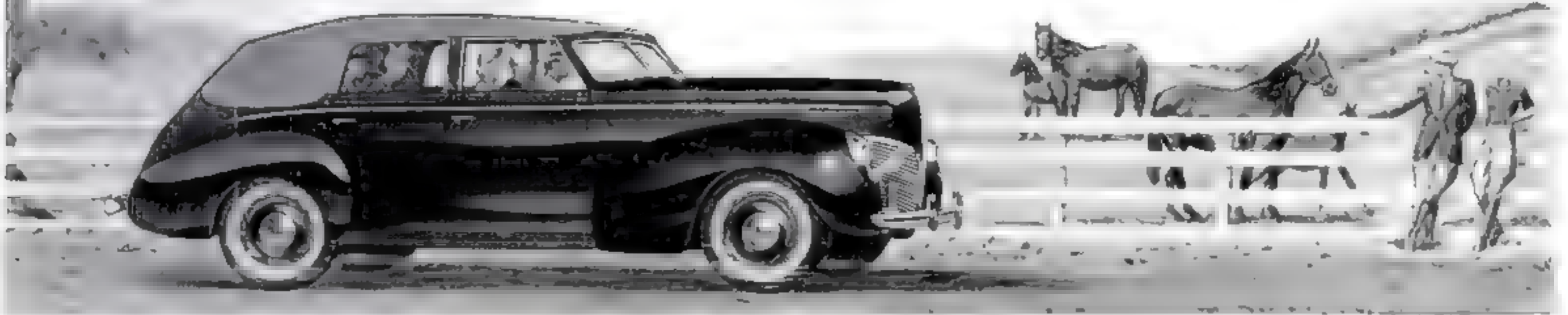


↑ The farms in New Mexico are very large. This is a cotton farm near Las Cruces in a region made arable by Elephant Butte Dam. The owner is out plowing early before the morning mist has risen. Behind his fields rise the serrated peaks of the Organ Mountains.

↓ The factories in New Mexico are few and far between, the State being more famous for its handmade Indian blankets and pottery than for any manufactured goods. This is a copper smelter set down near the mines in the barren hills of the south near Santa Rita.



Our Derby Day favorite was the Mercury 8



White sidewall tires extra

I Had Derby Day In Mind when we picked out our Mercury 8 Convertible Sedan—and it looked even better on the trip than it did in the showroom. The miles ticked past by the hundred—but that car rides and drives so smoothly you'd never guess the speed or distance—or even the kind of road. The Mercury's stabilizing construction makes all roads smoother.



In the Blue-Grass Country, our Mercury drew as much attention as a promising new foal. Long and low as you like, with a graceful flare amidships to make the seats extra wide. And a look of power that its V-8 engine lives up to! It's a real thoroughbred with a smooth light-footed gait, graceful, well-balanced, responsive to your slightest touch.

There's a message for you in the full-grown, sure-footed Mercury 8. Slip into the spacious driver's seat—and you're master of ninety-five horsepower—V-8 style. Head for open country. Any kind of road will do—the Mercury shines on all. Look out—you're traveling faster than you think! No noise, no strain, no tensing for bumps. You don't really *drive* this car—you *guide*

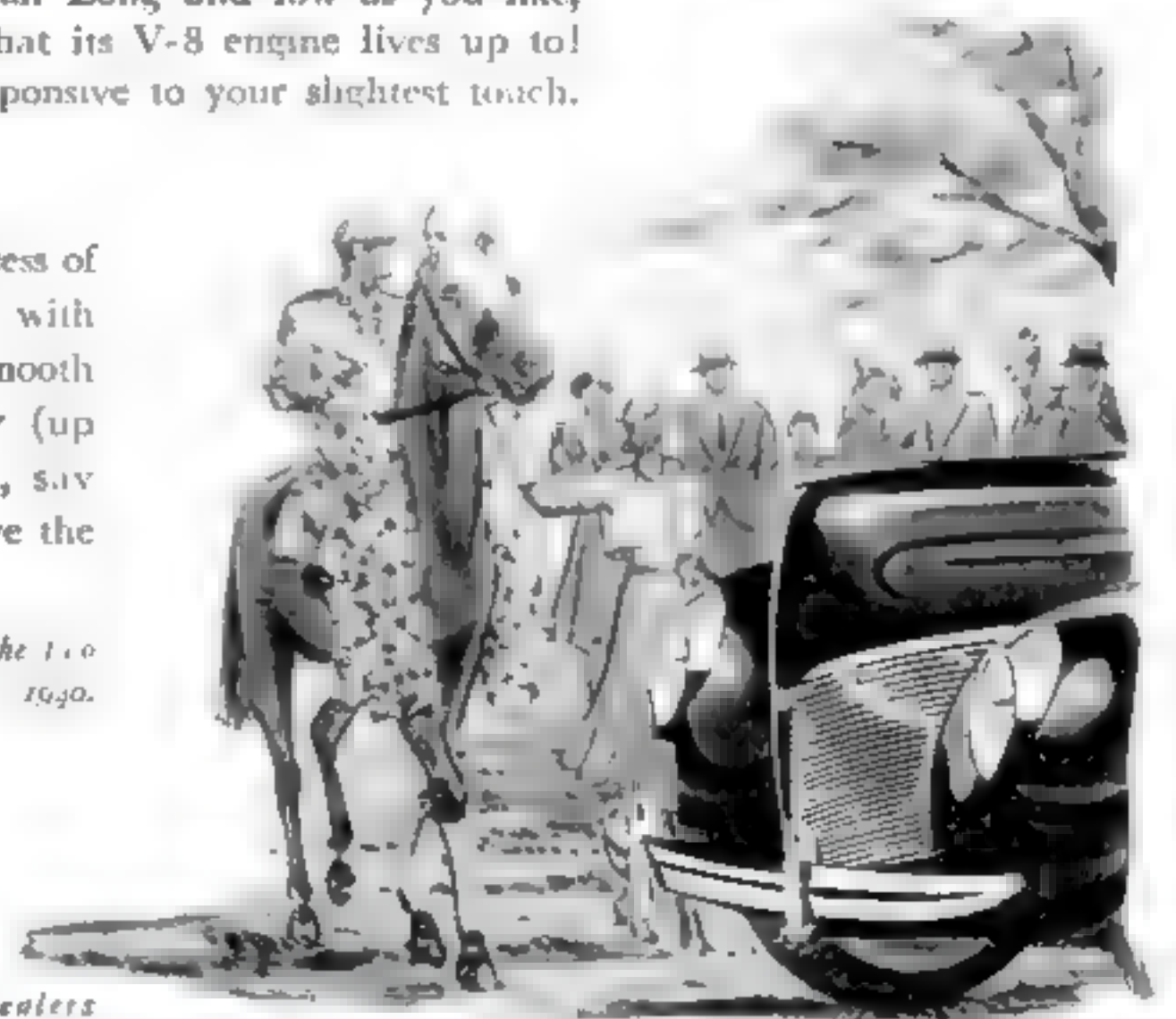


it. The Mercury is the sensational success of modern automobile history, a fine car with all the advantages of size, luxury and smooth power—plus extraordinary **ECONOMY** (up to 20 miles per gallon of gasoline, say owners). Get to a dealer—see and drive the great Mercury yourself!

Visit the new Ford Expositions at the 1930 Fairs, New York and San Francisco, 1930.

Mercury 8

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers



I REALLY GOT A NEW BEDROOM RUG FOR NOTHING

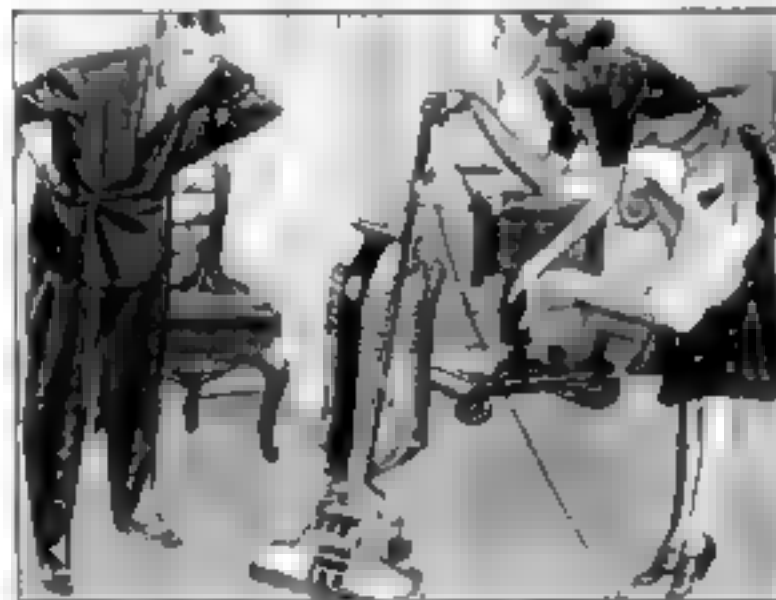
..for I expected to pay \$60 for a Vacuum Cleaner as good as the General Electric



1. I've had two gnawing desires all year—a new vacuum cleaner and a new bedroom rug. We discussed them at breakfast for weeks, because we had only \$60 to spend. And of course we wanted to get the very finest cleaner on the market!



2. Then one day a neighbor told me about her new G-E Vacuum Cleaner and how amazingly little it had cost! So I hurried to our local G-E dealer for one of those three-minute demonstrations. Believe me, that cleaner had absolutely everything!



3. Not only did we get a G-E—which I'm convinced is the best—but it cost us twenty dollars less than we had expected to pay. So pronto—we satisfied both desires . . . and consider our new bedroom rug practically a gift from General Electric!

Be Sure To See G-E Before You Buy—It Offers You Great Value

This Cleaner, a product of G-E engineering, actually costs much less than you'd expect to pay—yet gives you amazing value in long life, efficiency and ease of operation. Your G-E dealer will demonstrate the famous Triple-Action cleaning principle and these three vital advantages:

1. Embedded dirt is loosened by a special tapping action of the motor-driven brush.
2. Super-suction whisks grit and dust into the cleaner bag—quickly, thoroughly, EASILY!
3. All difficult surface litter—such as threads and dog hairs—disappears before the fine-combing action of the adjustable brush.

You'll Always Be Glad You Bought a G-E!

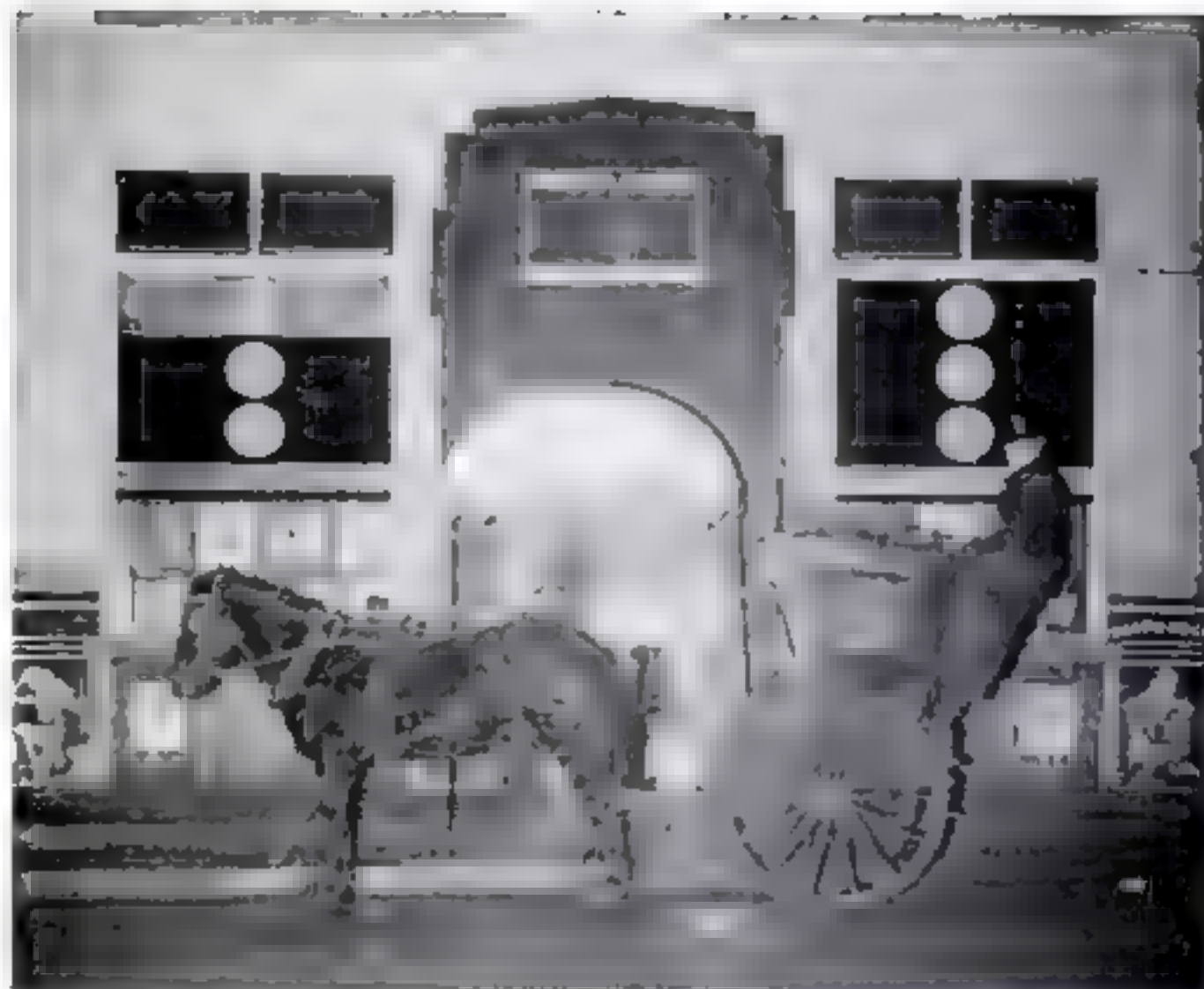


\$39.95*

*Price slightly higher west of the Rockies.

GENERAL ELECTRIC

BUSINESS



Harry's New Yorker, Chicago night club, is open all year, offers public dining and dancing on first floor, more private frolic on others. Hack, an advertising stunt, roams the Loop during small hours, costs \$30 for driver, \$11 for horse per week.

HOW A NIGHT CLUB IN CHICAGO IS RUN ON A \$30,000 MONTHLY GROSS



CHARLIE HEPP IS "HARRY"

Harry's New Yorker, on Wabash Avenue, Chicago, is a typical U. S. night club. Spending an evening there or in a similar site of celebration is expensive fun for average visitors, who may speculate darkly about enormous profits. For their benefit, LIFE presents the business problems of Charlie Hepp, owner of Harry's New Yorker.

From food and liquor, this representative night club makes a monthly gross of \$30,000. Of this \$15,000 immediately goes out for salaries, of which the floor show and orchestra account for about \$9,000. Another \$9,000 is spent buying food and liquor and paying the monthly light, gas, coal and laundry bills. Taxes and advertising take another \$4,500 per month. An average monthly profit of 5% of the gross, considered an excellent "take," leaves Owner Hepp with a net of \$18,000 a year. Sidelines may well run his total up higher. After 18 years' experience, Hepp has reduced club management to such an exact science that tips from checkroom, doormen, flower and cigaret sales pay the rent twice over. Herewith his principal employees and the amounts he pays them per week.



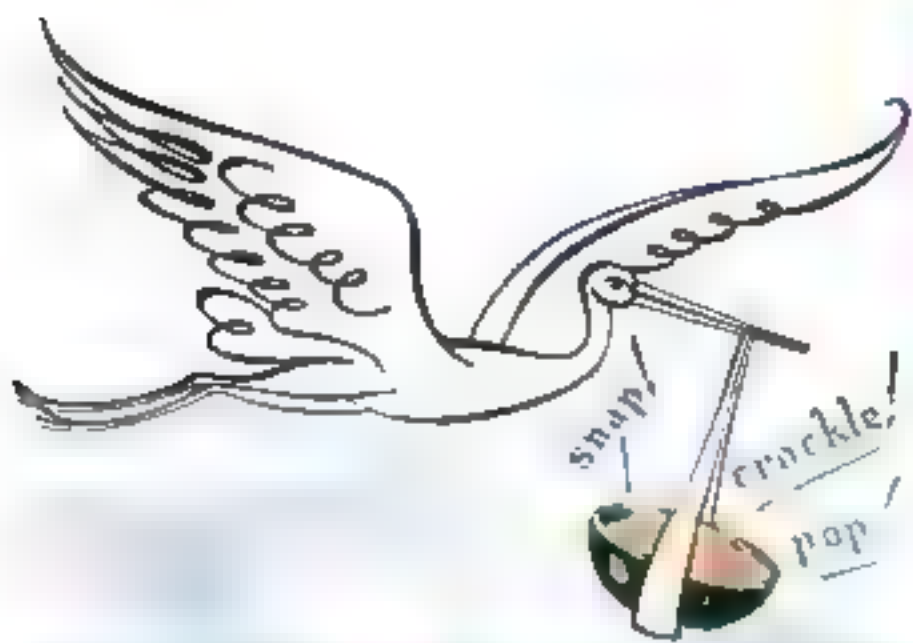
Doorman, one of three at \$20-25 a week, must turn in all tips. A contact man, at \$40, promotes good will with cabbies.



Hal-check girl must also turn her tips in to the management. Three of them get paid \$20, \$22 and \$25 per week each.

CONTINUED ON PAGE 51

Born TO BE *Crisp* and to stay that way!



Delicious with fresh, frozen, cooked or canned fruits.

NOW'S THE TIME FOR STRAWBERRIES!
WANT TO WIN A CHEER?
SERVE 'EM WITH
RICE KRISPIES
AND WATCH 'EM
DISAPPEAR!



Kellogg's
**RICE
KRISPIES**

OVEN POPPED RICE WITH SUGAR
SALT AND WALT FLAVORING

MADE BY KELLOGG CO., BATTLE CREEK, MICH.

● So you want something new for breakfast! Well, just serve delicious Kellogg's Rice Krispies and listen to the cries for "more!" It's as easy as that!

Kellogg's Rice Krispies, you know, are the deliciously different cereal. Crunchy—heavenly crisp—from the first spoonful to the last. Kellogg prepares them according to a unique recipe . . . "pops" them in special ovens . . . toasts them a tempting golden-brown. As soon as you pour on milk or cream, you'll hear their crisp, distinctive snap! crackle! pop!

You'll like Kellogg's Rice Krispies . . . and so will the whole family. Only premium quality. American-grown "Blue Rose" rice is used. And every package is really fresh, thanks to Kellogg's exclusive innerwrap—completely "Waxtite" heat-sealed at both top and bottom.

MADE BY KELLOGG'S IN BATTLE CREEK

KELLOGG'S RICE KRISPIES

"OVEN-POPPED" RICE KRISPIES float for hours in milk or cream. The name "Rice Krispies" is Kellogg's trade-mark (Reg. U. S. Pat. Off.) for oven-popped rice.

Sensational offer! Attractive, nursery-rhyme wall plaques in gorgeous colors. Proper size for grouping. Six different subjects. See back of Rice Krispies package.

Logo 1940 by Kellogg Company

Here's Real Value!

KELVINATOR'S 5,000 dealers ask you to look at the most amazing "Big Refrigerator" values of all time—New Program of Large-Volume Production and Low-Cost Selling saves you \$30 to \$60 on any Big 1940 model you choose.

*Look at the Size!
Look at the Name!
Look at the Price!*

NOW'S the time to buy. Don't put up with a small, inconvenient refrigerator or old-fashioned ice box another day.

You'll find a model to suit your needs in Kelvinator's new 1940 line of big 6 and 8 cubic foot refrigerators—and no matter which one you choose, you save from \$30 to \$60 over last year's prices!

There's not a single out-of-date, last year's model among them. Each one is an up-to-the-minute 1940 Kelvinator—the finest we've ever built.

How could we make these low prices possible? **FIRST**, we found a more efficient way to distribute Kelvinator products . . . and we cut the cost of selling. This made a big saving.

SECOND, by putting 96% of our production on 6 and 8 cubic foot size models, we are able to build better refrigerators at lower cost.

THIRD, because of greatly increased sales, we have doubled our production schedules, and passed the manufacturing savings to you.

Look what you get. Gleaming white cabinet of welded steel . . . 84 ice cubes—a full 9 lbs. of ice . . . automatic interior lighting . . . cold storage tray . . . Kelvin Control and 17 other big Kelvinator features.

And you get the operating economy of the famous Polarsphere sealed unit that uses current



less than 20% of the time, and has power enough to keep 5 refrigerators cold, under average household conditions. On current costs alone you can save many dollars a year. And remember the Polarsphere is backed by Kelvinator's 5 Year Protection Plan.

Kelvinator's 5000 dealers are now showing a complete line of big 1940 Kelvinators of six and eight cubic foot size. Stop in today and—Look at the Size! Look at the Name! Look at the Price! And remember—no matter which one you choose, you'll save from \$30 to \$60 compared with last year's prices.

**KELVINATOR DIVISION
NASH-KELVINATOR CORP., DETROIT, MICH.**

SIZE
BIG 6
6½ cubic foot
Large "Family-Size"

NAME
**NEW 1940
KELVINATOR**
FROM THE OLDEST MAKER OF
ELECTRIC REFRIGERATORS

PRICE
\$114⁷⁵*
DELIVERED IN YOUR KITCHEN
WITH 5 YEAR PROTECTION PLAN

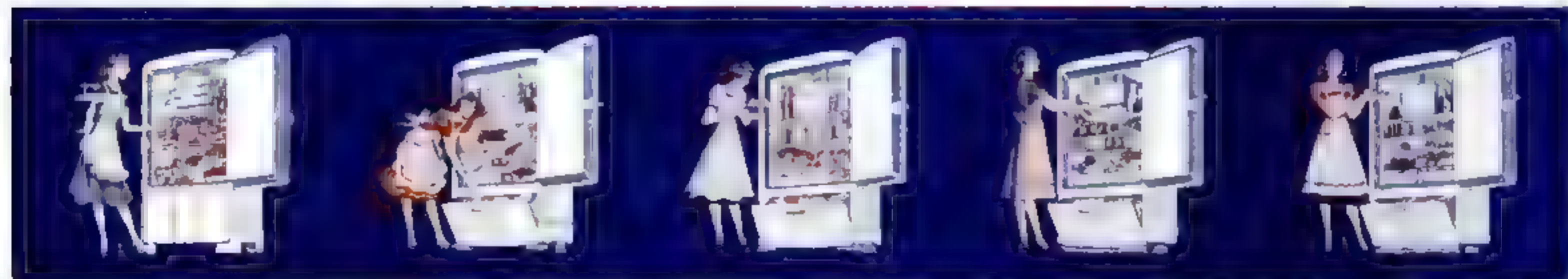
For complete authoritative information regarding refrigerator values, ask your Kelvinator dealer for a free copy of "The 1940 Refrigerator Guide."

SEE the 1940 Kelvinator Electric Ranges, Washers and Water Heaters.

*Prices suggested are for delivery in your kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies.

See these other big **KELVINATOR** Values for 1940

Copyright 1940, Nash-Kelvinator Corp.



WANT GREATER BEAUTY? Model SS-6 is in the true Kelvinator tradition of beauty—and it has two extra-fast Freezing Shelves, Kelvin Control, Chilling Tray, etc. Kelvinator's new low price only . . . **\$124⁹⁵***

WANT A COMPLETELY EQUIPPED REFRIGERATOR? Model S-6 has big Vegetable Bin, New-type Ice Trays, Sliding Crisper, Cold Storage Chest, etc. Kelvinator's new low price only . . . **\$139⁹⁵***

WANT "MOIST-COLD"? Model HS-6 has complete equipment plus the new "Moist-Master" System that decreases the loss of moisture from foods. Kelvinator's new low price only . . . **\$169⁹⁵***

WANT ALL DE LUXE FEATURES? Model R-6 has De Luxe equipment. Two glass covered Sliding Crispers, Vegetable Bin, Speedy-Cube Ice Trays, etc. Kelvinator's new low price only . . . **\$179⁹⁵***

WANT THE FINEST REFRIGERATOR MADE? Then you want Model HD-6. Has all modern conveniences, plus exclusive new "Moist-Master" System. Kelvinator's new low price only . . . **\$209⁹⁵***

Night club (continued)



Bartenders number five, are paid \$40 a week each. Liquor sales bring in 58% of the club's income, as against 40% from food, make a 300% gross profit over cost. Good clubs often feature fine cuisine as a draw, take a loss on cheaper dinners.



Chef (center) gets \$85 weekly, while four cooks like one at right get from \$35 to \$60. Waiter-captain and headwaiter (left) are paid \$40 and \$50 respectively. Like other waiters, who get only \$2 nightly pay, they are permitted to keep their tips.



Lavatory man at \$21 a week serves about twelve Bromos and six Alka-Seltzers a night at fancy prices. Like the powder-room girl at \$18, cigaret girl at \$20, flower girl at \$24, he must turn in tips. Club's receipts from tips total \$300 per week.

CONTINUED ON NEXT PAGE

AMAZING PROFESSIONAL MOTHPROOFING METHOD now available for home use



Why not?

Yesterday Bill Johnson bought this \$45 suit. When it arrived, Mrs. Johnson immediately sprayed it all over with LARVEX. That took only a few minutes and cost less than a single "pressing"—yet gave Bill's suit the positive LARVEX protection against moth damage that has been used for years by leading woolen mills, laundries and dry-cleaners.

As a result of spraying all their clothes—old and new—once a year with LARVEX, the Johnsons will never find a moth hole.

Because moths starve to death rather than eat LARVEXed clothes, sofas, rugs and drapes . . . and there's no odor, no wrapping, no storing away! Your woollens are protected against moths for an entire year and not even dry-cleaning will impair this sure protection!

And LARVEX is inexpensive—only 79¢ per pint, \$1.19 per quart. So it costs less than a single pressing to mothproof a suit for a whole year with LARVEX.

At all drug and department stores. LARVEX, Chrysler Bldg., New York.

LARVEX IS DIFFERENT . . .

QUICK!

67¢ worth of LARVEX will mothproof this \$89.00 upholstered chair.



QUICK!

A few minutes with LARVEX will mothproof a woman's coat for 12 months.



EASY!

The LARVEX sprayer gives a continuous spray—so simple a child can use it.



SURE!

See this spectacular display at your Larvex dealer's. A covered dish showing treated and untreated cloth with live moth worms. Proof right before your eyes that moth worms cannot thrive on Larvexed material!

LARVEX

ONE SPRAYING MOTHPROOFS FOR A WHOLE YEAR

BARGAIN

LIMITED TIME ONLY



TRY THE
FINGERNAIL
TEST!



Scratch your scalp now if you dare! If your fingernails show ugly dandruff scales, you need 3-action Wildroot-with-Oil! 3 action because it removes loose dandruff, relieves dryness, grooms the hair. Wildroot-with-Oil is the original Wildroot formula plus pure vegetable oils to keep hair neatly in place without building up grease on the scalp. Get Wildroot-with-Oil today while this sensational bargain offer lasts!

WILDROOT CO., BUFFALO, N. Y. - FORT ERIE, ONT.

IMPORTANT: Wildroot original formula, used by millions who prefer a non-oily hair preparation, also on sale everywhere! Professional Applications at Your Barber.



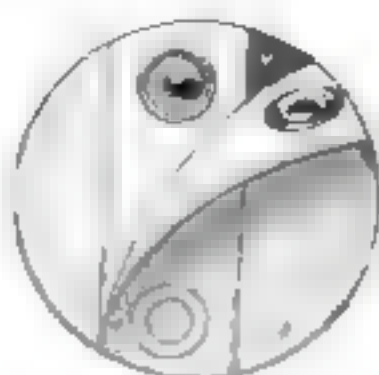
"So it was too much bother to ask for
Shorts with 'Grippers'!"

Men, Women! Here are a few of the many advantages of shorts with GRIPPERS fasteners: Neatness, Convenience, and Complete Durability—no buttons to sew on—no torn button holes to mend! Why continue to put up with "button bother"... ask your local dealer for shorts with GRIPPERS today!

***GRIPPERS**

Reg. U. S. Pat. Off.

*THE SNAP FASTENERS THAT END "BUTTON BOTHER"



Savill Manufacturing Co.
Waterbury, Conn.

Night club (continued)



Chorus girls are under contract to Dance Directress Winnie Hoveler (extreme left), who is paid \$350 a week. Out of this she furnishes all the costumes and pays her girls. They do not get a percentage on any food or liquor patrons may buy them.



Song trio at \$200 is only a part of the music charges: orchestra, \$700, strolling relief trio, \$140; and soloist at \$200.



Dance team of Cordano and Corienne, at \$75 a week each, demonstrate their approach to problem of playing a violin.



Electrician, training the spotlight, gets \$65 weekly, but light costs the management another \$350 per month. All club employees are members of the American Federation of Labor, performers of a member union, the American Guild of Variety Artists.

CONTINUED ON PAGE 14

"BLOWOUTS? What d'ya mean, blowouts?"
 "They scare me, Jimmy."



**US
TIRES**

"Quit worrying, Lily May. Ride on tires that give blowout protection. Skid Control, too. The same dough buys fast stops and long, safe mileage. Pick safe tires and you don't need to be scared"

**UNITED STATES TIRES
 ARE GOOD TIRES**

THAT'S great stuff, Jimmy. And it's all true—about U. S. Royal Master tires. They give you a tremendous stretch of miles free from worry over blowouts and skids. The tire money that goes into U. S. Royal Masters buys blowout protection, skid control on slippery streets, quick stopping power and long wear. What a way to add peace of mind to your driving skill! No wonder users of U. S. Royal Masters come back for more of same when they need new tires.



© 1940 by United States Rubber Company

UNITED STATES RUBBER COMPANY

U. S. Tire Dealers Corporation

Rockefeller Center, New York

In Canada: Dominion Rubber Co.



1

SKID CONTROL

Close up of tread in action shows how Royal Master's hundreds of sharp-edged rubber tread units emerge from the tread the instant brakes are applied, grip the road, stop you quicker!

2

BLOWOUT PROTECTION!

Unique ply-on-ply construction of cords impregnated with pure latex, and cushioned, layer on layer in live rubber, gives the rugged carcass strength that protects you from blowouts.

3

LONGER SAFE MILEAGE!

Deeper non-skid tread of Tempered Rubber insures you safe mileage throughout the life of the tire. Ask your "U. S." dealer to show you how this low cost-per-mile is accomplished.



Vanity Fair BANDEAUX

APROPOS, a new bandeau ingeniously designed for custom-made fit and firmer uplift. Smoothly moulds the shape of your bustline—and dependably holds its own through countless washings. At better stores.

Above No. 9541, in sizes 32 to 38 Right No. 9552 in sizes 32 to 38
Batiste and lace . . . \$1.50 Batiste and lace . . . \$1.50

Send for Brochure of Vanity Fair Sleepwear and Underwear Fashions
VANITY FAIR SILK MILLS • READING, PA.



*Ugh! Heap Moccasin
Comfort!*

"ZEPHYRS"
Cool, colorful
summer comfort.
Mansfield Shoes
\$5.50 to \$6.50

MANSFIELD SHOES

The noble Redskin wore one type of shoe from January to December, because it was the best he knew. Modern American men have a wider choice of style, but still practice the Indian canny sense of sticking to a good thing when he found it. Most of them stick to Mansfields, easily found in the good stores everywhere.

MANSFIELD SHOES • WHITMAN, MASS.

Night club (continued)



\$150

Strip-teaser, Mlle Jeanné, disrobes four times nightly, seven days a week, adds \$150 weekly to cost of entertainment.



\$50

Two tap dancers get \$50 each. Show at Harry's New Yorker got its start during Chicago Century of Progress Exposition.



\$300

Comedian "Cookie" Cook, master of ceremonies, gets top salary of \$300, is alumnus of Oxford, Texas Guman shows.



\$50

Pair of stooges for Cook come at \$50 each per week. This one tosses eggs up in the air and catches them on his head.



25%

Asirologer reads the stars for customers for a dollar, gives the club 25%. So does a girl photographer who sells pictures to patrons who want to see themselves in a nice cosmopolitan setting. Hepp gets about \$15 weekly from these concessions.

What's the best ham?

Swift's Premium



On Business Reply Cards sent out by an independent organization, farm women voted on what brand of ham they prefer. Swift's Premium won decisively!

wins again!

Leads 2 to 1 in poll of farm women



Farm women in 40 states voted. Returns showed Swift's Premium got more votes than the next eight brands combined!

Poll after poll is proving it—Swift's Premium is far and away America's best-liked brand of ham. In Washington, D. C. . . in Hollywood . . . in gay New Orleans . . . thousands of women have been polled on what brand they think is best. Meat dealers' wives, too, have cast their votes.

In all these polls, Swift's Premium won decisively!

Now returns are in from still another important group. On Business Reply Cards sent out by an independent organization, representative farm women of 40 states have

voted for the ham that they like the best.

Again . . . Swift's Premium is way ahead of all the other brands. It actually got more votes than the next eight brands combined! It led its nearest competitor over 2 to 1.

Flavor—that's why Swift's Premium always wins. Nowadays all the better brands are tender, but Swift's Premium, tender as spring chicken, has flavor you get in no other ham. A mild richness, from Swift's secret Brown Sugar Cure. A mellow tang, from special Smoking in Ovens.

For dinner tomorrow, why not serve a slice of delicious Swift's Premium Ham?



THE REASON: Unmatched flavor from Swift's secret Brown Sugar Cure and special Smoking in Ovens!



HAM WITH TOMATO-EGGS (A Martha Logan recipe) Gash the edge of a 1 inch slice of Swift's Premium Ham and broil or pan-broil until well done and brown on both sides, 25 to 30 minutes. Serve on a hot platter with eggs prepared as follows: Add 1 cup tomato pulp to 6 well beaten eggs and cook slowly in a small amount of fat, stirring gently until creamy. Place servings in green pepper rings which have been boiled until tender.

REMEMBER, THE MEAT MAKES THE MEAL

Copyright 1940 by Swift & Company

For little travelers



on Big Trips...



*“Clean across
the country”*

Little travelers on big trips get so restless, tired and dusty. It's such a comfort, when children are along, to pause and refresh at a Texaco *Registered* Rest Room.

Refresh yourself, too, at clean, spic-and-span *Registered* Rest Rooms wherever you drive.

You'll find them in all 48 States . . . completely equipped with running water, soap, towels, mirror for your convenience.

Every *Registered* Rest Room sign is backed by the Texaco Dealer's signed pledge; while the famous "White Patrol" inspection cars help to keep that rest room fully equipped and everlastingly clean.

And don't forget that the Texaco Dealer also offers you . . . Circle Service . . . stepped-up Fire-Chief gasoline and the luxury motor fuel, *SKY CHIEF* for those who want the best . . . *Insulated* Havoline and Texaco Motor Oils. The best way to enjoy your next long trip is to stop first at a Texaco Dealer.

TEXACO DEALERS

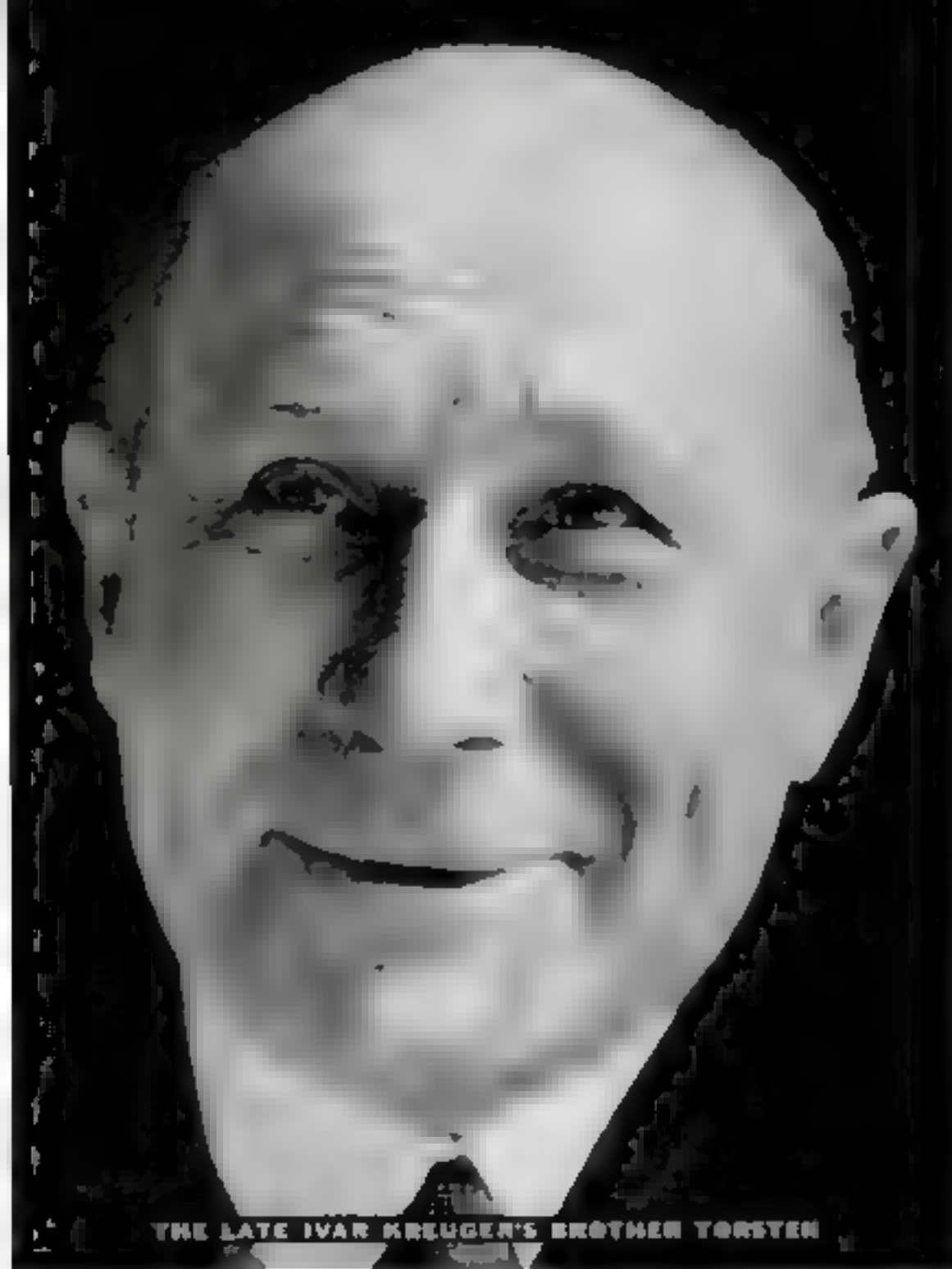
Originators of *REGISTERED* REST ROOMS

Texaco Dealers invite you to tune in The Texaco Star Theatre—a full hour of all-star entertainment—Every Wed. Night—Columbia Network—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.

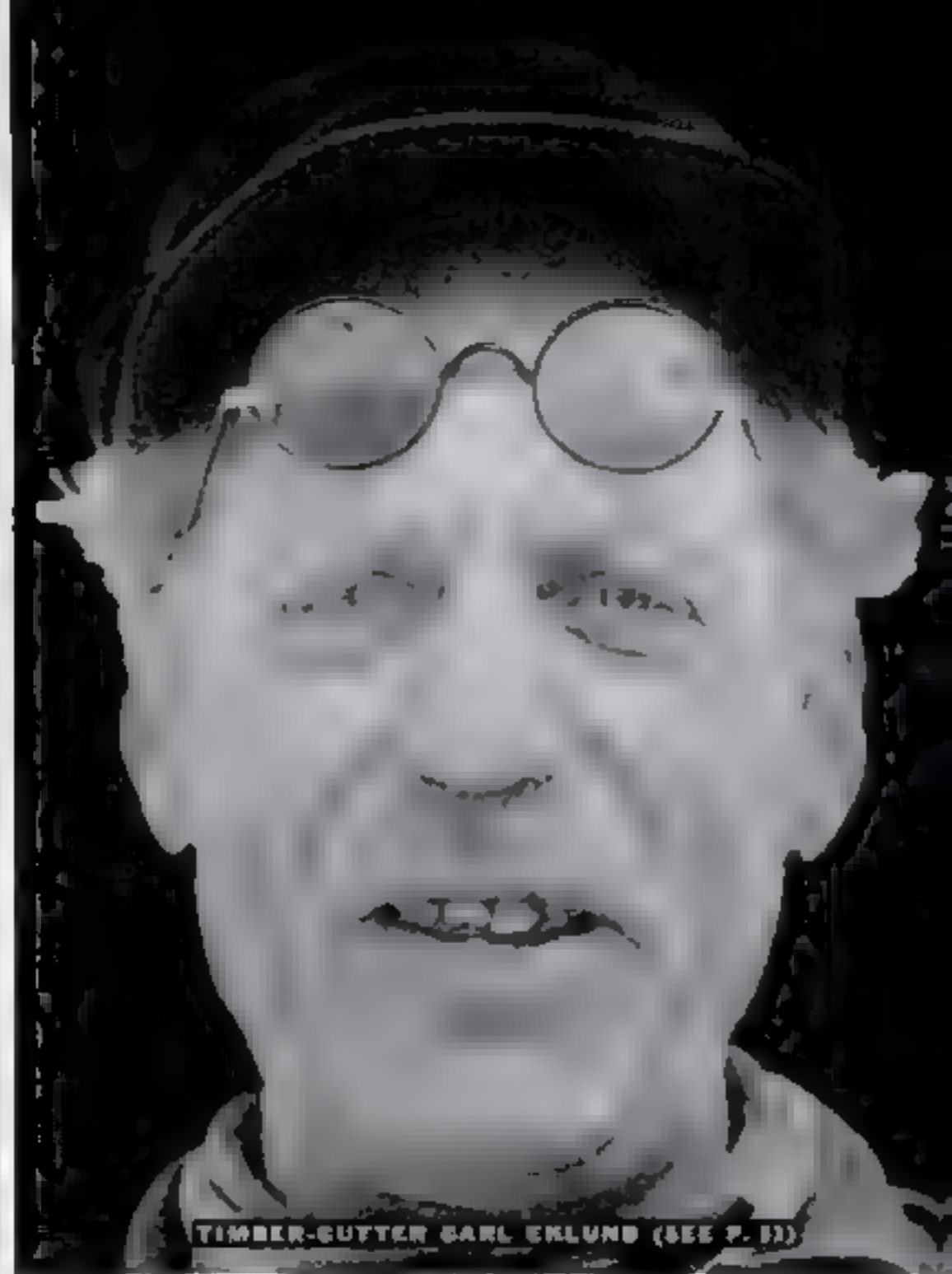
Copyright 1940, by The Texas Company



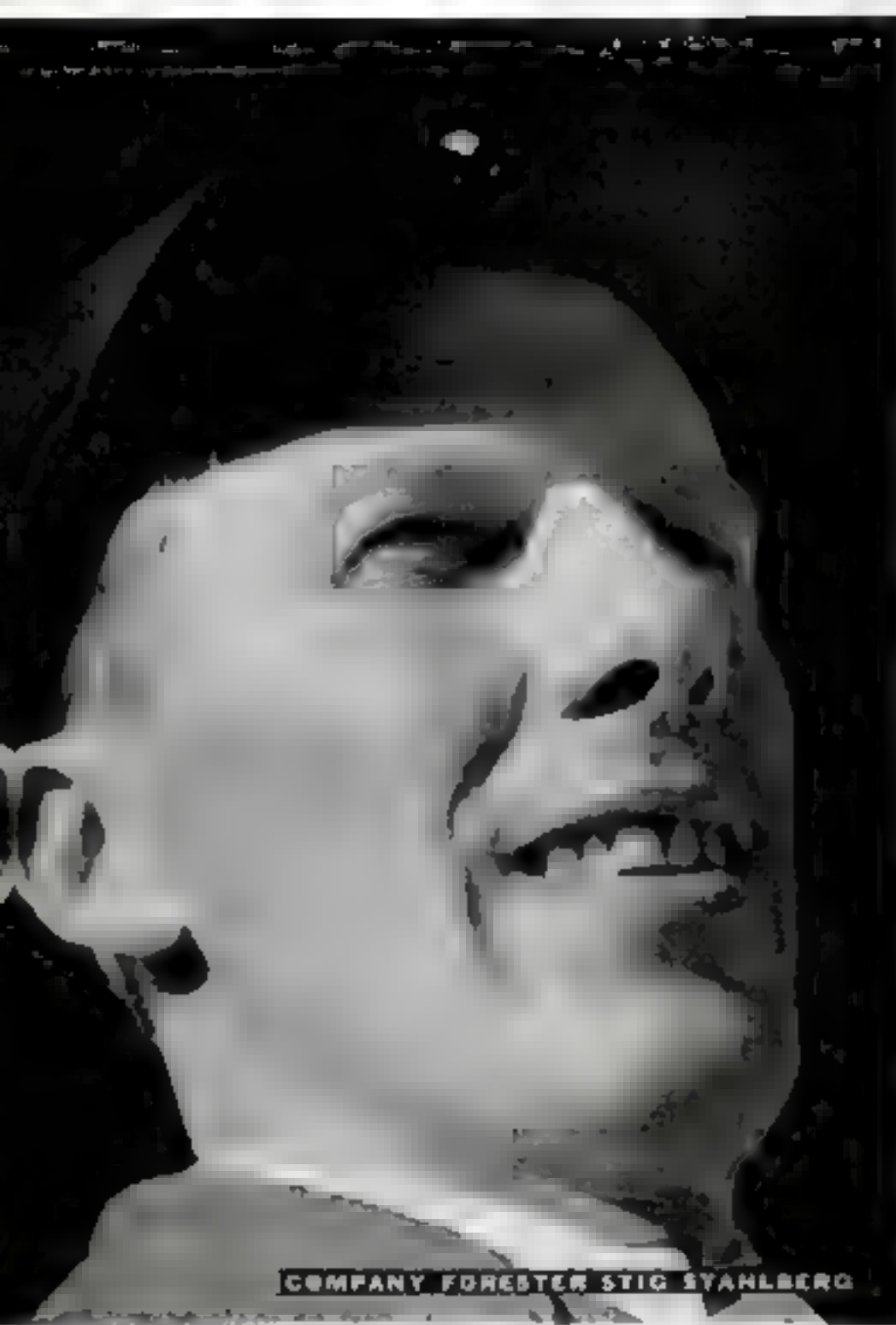
SWEDISH-AMERICAN LINE CAPTAIN JACK GUNBE



THE LATE IVAR KREUGER'S BROTHER TORSTEN



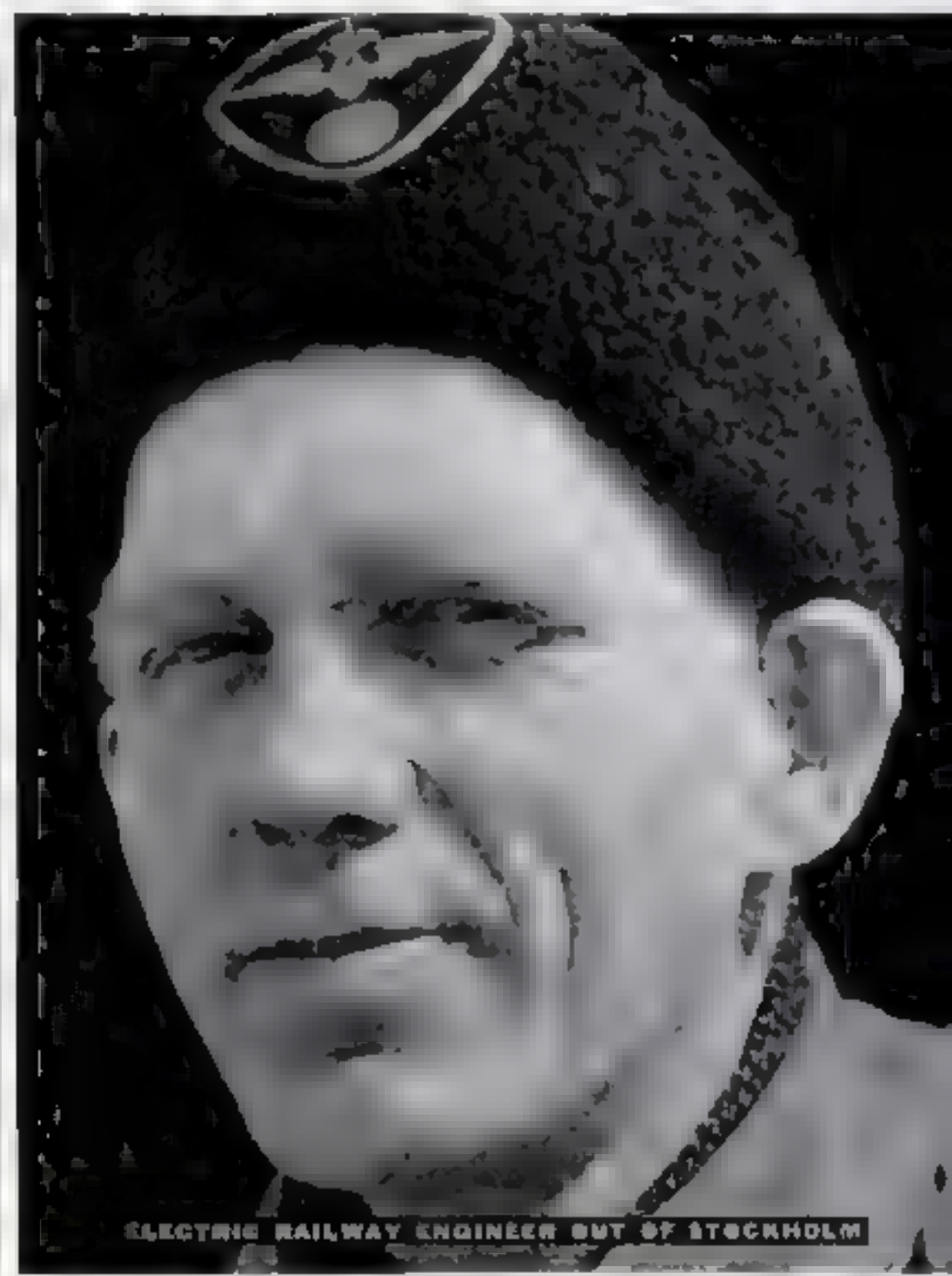
TIMBER-CUTTER CARL EKLUND (SEE P. 33)



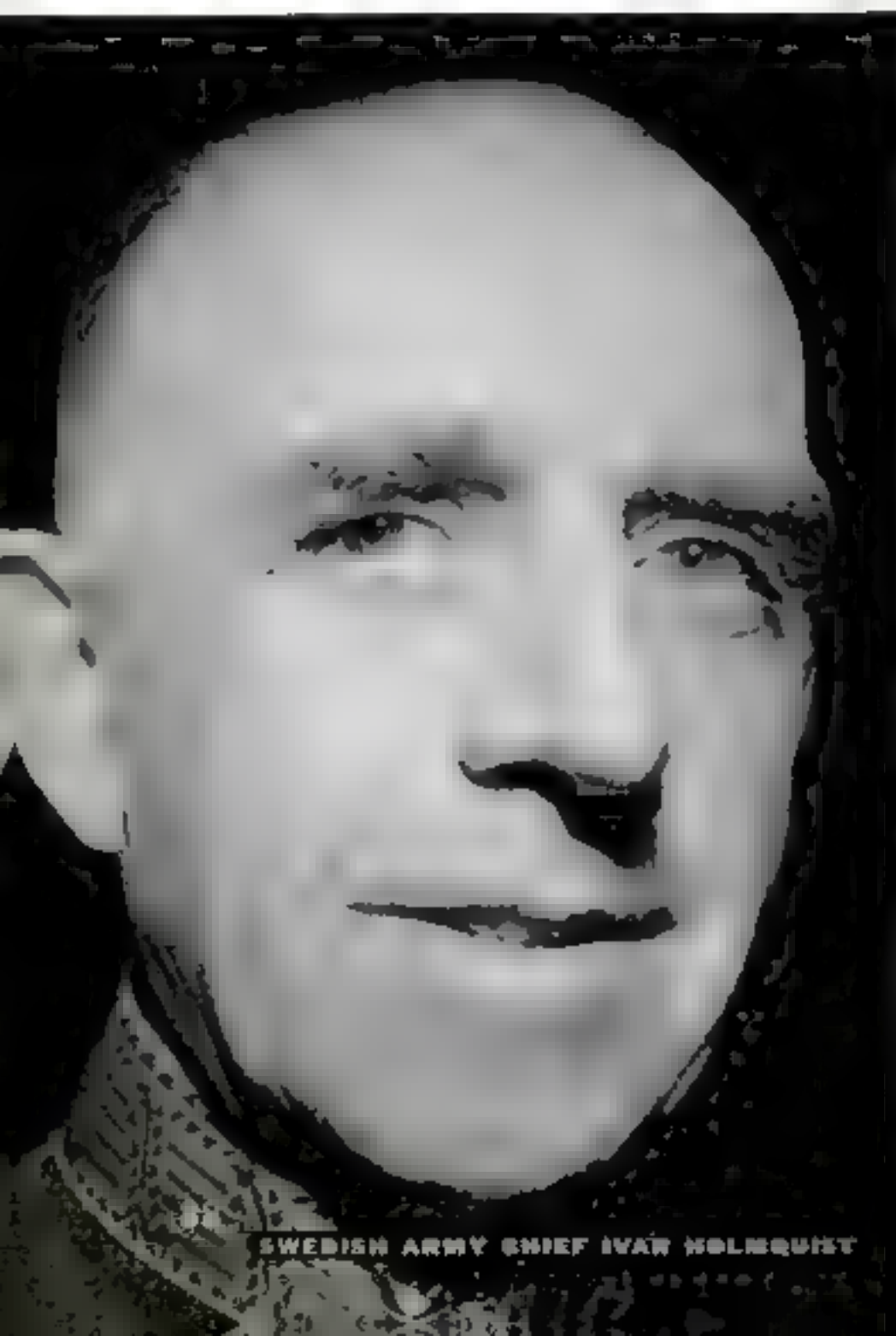
COMPANY FORESTER STIG STAHLBERG



WOODSMAN-FARMER ERIC ERIKSSON OF DALECARLIA



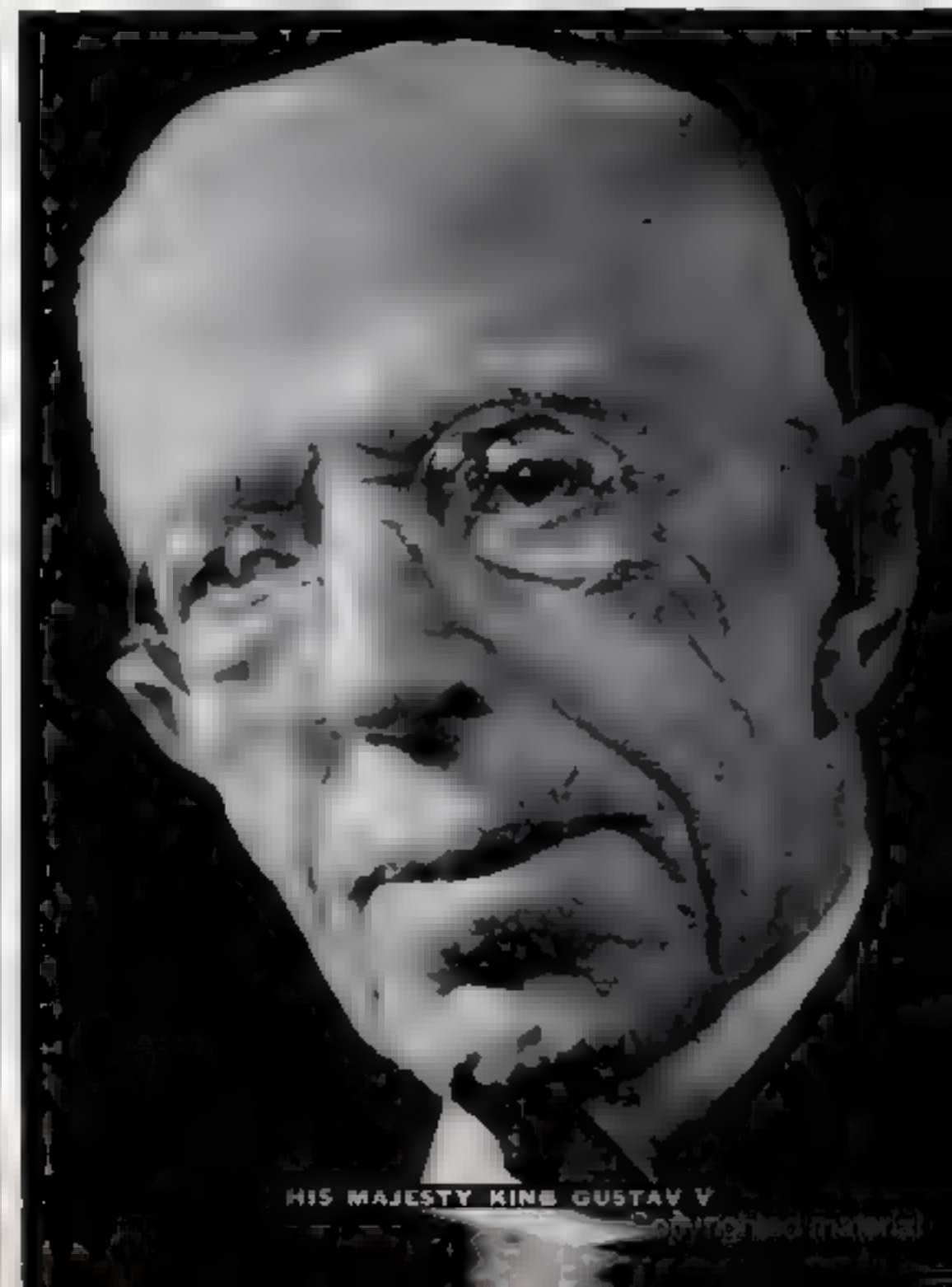
ELECTRIC RAILWAY ENGINEER OUT OF STOCKHOLM



SWEDISH ARMY CHIEF IVAR HOLMQUIST



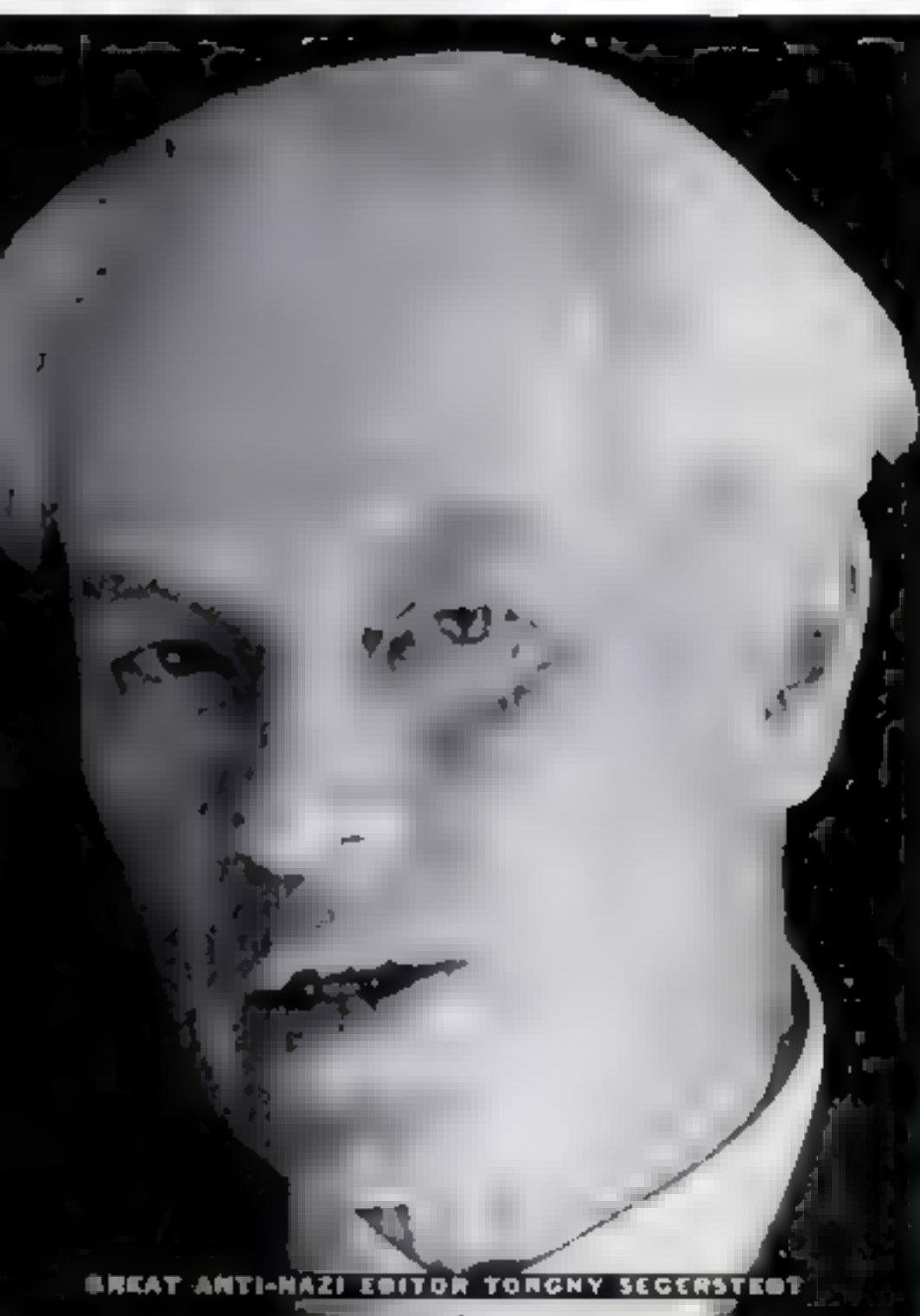
ARTILLERY CONSCRIPT FROM SOUTH DALECARLIA



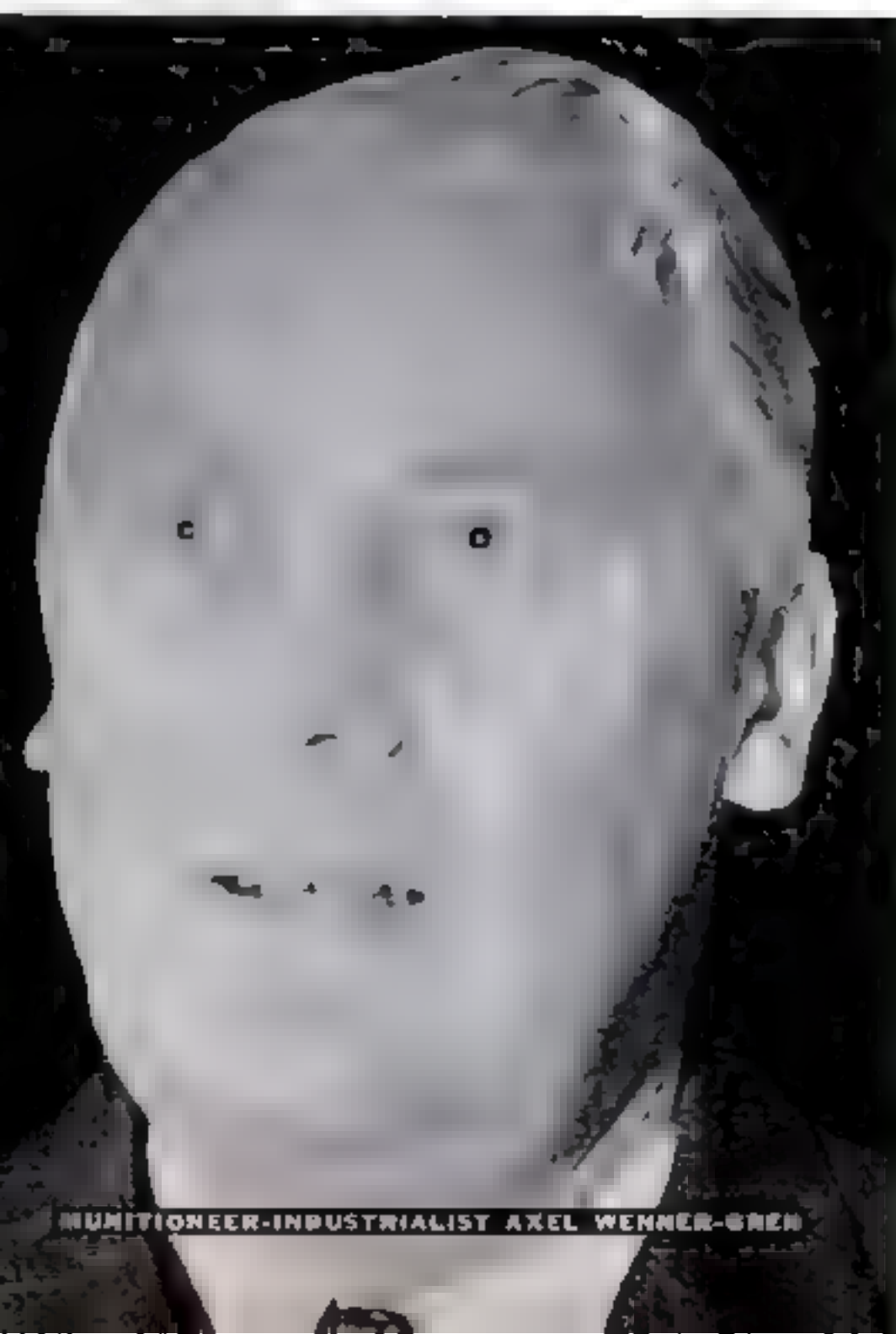
HIS MAJESTY KING GUSTAV V



FORESTRY CHIEF CARL ERIC BARTH



GREAT ANTI-NAZI EDITOR TORNGNY SEGERSTEDT



MUNITIONEER-INDUSTRIALIST AXEL WENNER-GREN

THE MEN OF SWEDEN

ARE THEY NOW TOO "CIVILIZED" TO FIGHT FOR THEIR COUNTRY?

The happiest men in the world were, until very recently, the Swedes whose faces you see in a dozen varieties on these pages. They all worked short hours and got good pay. They had the highest standard of living in Europe. They all had old-age pensions and sickness benefits. They had no slums. They could all read and write. They had good laws and few of them, and nearly everybody obeyed them. They could count on one another's unfailing good sense and tolerance. They all had a grave, courteous dignity. They moved slowly and deliberately, put burned matches back in the box, wore plenty of warm clothes in winter, kept their feet dry, ate lots of butter and cherished their pretty blonde women-folk. Most important of all, they had not fought a war for just 126 years. The men of Sweden were generally called the most civilized in Europe.

All this civilization was last week potentially forfeited to Nazi Germany. The question was whether the men of Sweden had become too civilized to fight for their world. The men of Denmark had abandoned their happy and prosperous world to Germany. The men of Norway had turned up a shocking percentage of traitorous leaders who frankly preferred Nazidom to a free democratic Norway. The men of Sweden who used to say "Nothing ever happens in Sweden" knew that it was touch and go whether "something" was due to happen to Sweden soon. But what it was to be remained their secret.

The Swedes were not always the peaceable men they are today. They were, in fact, the most terrible warriors Europe has ever known. Out of Scandinavia came the Goths and the Vandals who ravaged Europe from Spain to the Balkans. The King of Sweden is still known as King of the Goths and Wends and there is still in Sweden a city of Göteborg and an island of Gotland. The world's largest collection of captured battle flags totaling some 3,500, is still to be seen in the Swedish Army Museum at Stockholm. The memory of the Goths hung over Europe all through the Gothic Age, while the princes of Sweden, Norway and Denmark were quarreling among themselves.

The three Scandinavian nations first united in 1397 but the Danish kings tried to reduce Sweden to a vassal state with the help of the Swedish nobles and clergy. This worked for a while until a Swedish nobleman, Gustaf Vasa, made Sweden free in 1523. It became a crucial point which Scandinavian nation had the right to use the device of the Three Crowns on its arms. Both Denmark and Sweden still do. The Swedish kings then set out upon a glorious and singularly pointless series of wars. The Swedish armies under Gustavus

Adolphus and Charles XII rolled deep into Poland and Germany but whatever they won south of the Baltic they eventually lost. Finally Russia, taking advantage of Napoleon's wars as it did later of Hitler's, grabbed Finland from Sweden in 1809. At this the Swedes became thoroughly disillusioned about war. Under their new king, a rebellious marshal of Napoleon's, they fought one more war, a little one, to take Norway from Denmark. They never fought again.

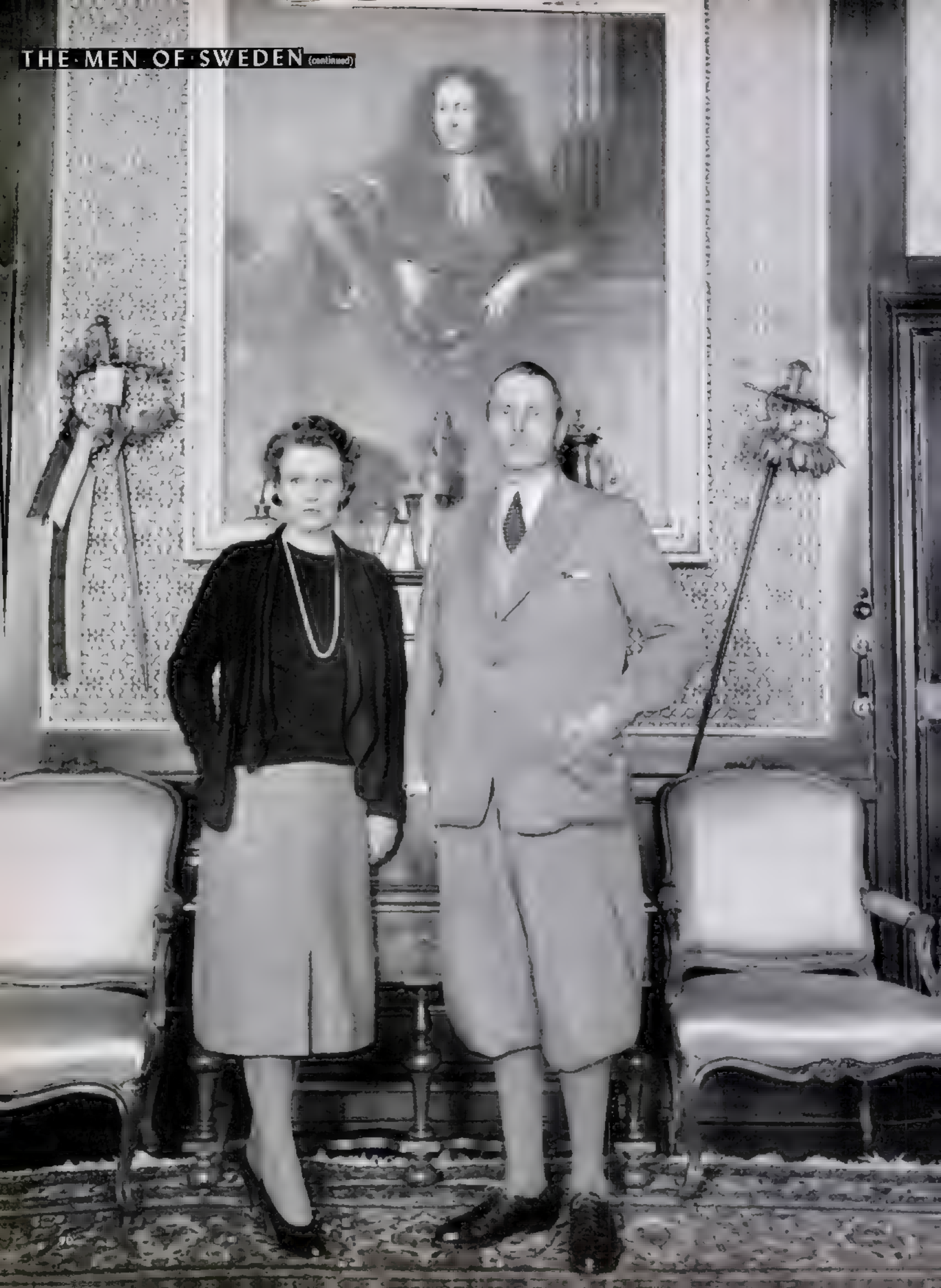
When Norway seceded from the Swedish Union in 1905, the Swedes refused to fight. When the first World War broke out, they stayed rigidly neutral. As a super-civilized people, they thought that they had entered an eternal period of peace and neutrality. "We do not believe in war," the men of Sweden said a year ago with tranquil assurance. But now war has come to Scandinavia and last week the leader of the Swedish Conservatives was saying: "We are an old fighting people, and we can rely on our officers and men when the time comes."

The fact is that the aristocrats, the officers, the businessmen of Sweden have in the past been strongly partial to Germany, Nazi or not, as being the most admirable and efficient nearby civilization. Sweden had an active Nazi party that has lately been crimped by the police. The fact that Sweden is a workers' paradise with a Social Democratic government and a slowly rising wage rate does not seem an unmixed blessing to many upper-class Swedes. Many are personal friends of Hermann Göring, whose first wife was a Swedish noblewoman. They are members, not of the unfashionable, lower-class Nazi Party, but of the Swedish-German National Association, which includes Swedish generals, admirals, merchants, publishers, professors, judges, police officials. Ambitious Swedes are not convinced of any possible future greatness for Sweden, but they do see a big future for Germany. Many feel that Germany will win this war.

This feeling was strengthened last week by Germany's victory in southern Norway. However, that very victory reduced the dangerous possibility that Germany might need to march men and supplies through Sweden to reinforce its army in Norway. For the moment the men of Sweden breathed more easily. Perhaps they would not have to answer the terrible question of whether or not to fight. There was no doubt that the men of Sweden, under loyal leadership, could fight and fight well. A constant reminder of the old Swedish warrior spirit is the Göteborg statue (left) of oldtime Swedish duellists, naked, strapped together at the waist, fighting with short knives to the finish without the possibility of running away.



OLDTIME SWEDISH FIGHTING SPIRIT



THE BIELKES ARE LANDED NOBILITY

Count and Countess Thure-Gabriel Bielke stem from one of Sweden's oldest and most aristocratic families, whose known ancestors go back to the year 1200 and whose title to nobility dates from the early 15th Century. They are shown standing together on the opposite page surrounded by family heirlooms that link them in memory to the great fighting men of Sweden's past.

Above them hangs a portrait of the Count's great-great-grandfather, Field Marshal Bielke, whose sword at the left was given him by Charles XI after he had driven the Danes out of the Swedish province of Skane in 1676. To the right hangs the battle sword worn in 1500 by another Bielke who was a governor of Finland. On the chest under the portrait is a large silver drinking goblet which the father of an early Countess Bielke used when captured by the Russians at Poltava in 1709.

The present Count is a gentleman-farmer and a dignified, socially minded aristocrat. He is a captain in the Royal Mounted Bodyguard, Sweden's ranking regiment. At Sturefors in southern Sweden where Bielkes have lived since 1570, the Count is a member of the local government and road authority, and chairman of the local forestry conservation and banking boards.

With his wife, a descendant of Scots imported into Sweden by Gustavus Adolphus to serve in his army during the Thirty Years' War, the Count supervises the work of 120 tenant farmers and manages an estate of 34,000 acres, 24,000 of which stand deep in timber.

The Countess, whose grandmother was an Irish Catholic, has converted the Count and brought their five children up as Roman Catholics in a country that is a Protestant bulwark. Her time is spent running a 70-room manor house built in 1704 on the ruins of the first castle that Bielkes built at Sturefors in 1570. A wing of the basement dates back to that time. Save for the Victorian mantels, tiled bathrooms and a modernized kitchen (below, right), the manor house looks much the same as it did in the early 18th Century.



Under a 16th Century tapestry the Bielkes sit in the smoking room of their manor. Left to right: Carl Gustav, 17, home from school; the Countess and Count;

Katarina Maria Alexandra, 10, now at public school, and Marianne Ebba Therese, 6. An older son is in the Army. An older daughter is a volunteer Army nurse.



In his book-lined library, fringed with classical busts, Count Bielke reads while his hound Ryf dozes at his feet. Below: a cook wearing a chef's hat prepares

a meal in the manor's immense kitchen, which is decorated with a long row of fine copper plates below which there is a row of pewter plates, copper pots and kettles.



70-room manor house of the Bielkes at Sturefors was built in 1704 by the same architect who designed Royal Palace at Stockholm.



A dinner of pork, potatoes, cucumbers, milk, bread and butter and cranberries is eaten by Bramme, his wife and son at 4 p.m., still a popular mealtime in Sweden. His daughter is not yet home from school.

THE BRAMMES OF STOCKHOLM ARE TYPICAL MIDDLE CLASS



HIS APARTMENT HOUSE

The Folke Brammes of Stockholm belong to Sweden's great, co-operative-minded middle class. The father, who plays the cello in the Swedish Radio Orchestra, earns 8,000 kronor a year, approximately \$2,000.

Like some 10% of Stockholm's population, he lives in a modernistic apartment house owned by a co-operative with his wife Esther, their daughter Ingegard, 15, and son Ingemar, 8. Their living room, dining room, foyer, bath and spic-and-span kitchen with its gas stove are light and airy but overcrowded. At night he and his wife pull out a studio couch in the dining room, while the children sleep on day beds in the foyer. This year his rent is 1,500 kronor (\$350).



In the co-operative kindergarten, run for young children of tenants in Bramme's apartment house,

trained nurses supervise children's naps and teach them to recite verses, sing in unison, play games.



The Eklund farmhouse is painted brick red with paint that is a by-product of the nearby copper mines at Falun. When not cutting timber, Eklund raises potatoes on his few acres. In the winter he stacks poles (left) which, in the summer serve as fences on which to hang hay.





Mrs. Eklund cooks (below) on small stove built over an oldtime hearth against the kitchen wall, which is cheerfully decorated with oilcloth and neat rows of canisters mounted on shelves. She has furnished her home, which has running water and electricity, in a simple, formal style.



Woodsman Carl Eklund, shown here stamping a log, is Americanized to the extent that he sings *Home On*

the Range at work. Over half of Sweden is forest, much of which is owned privately by farmers like Eklund

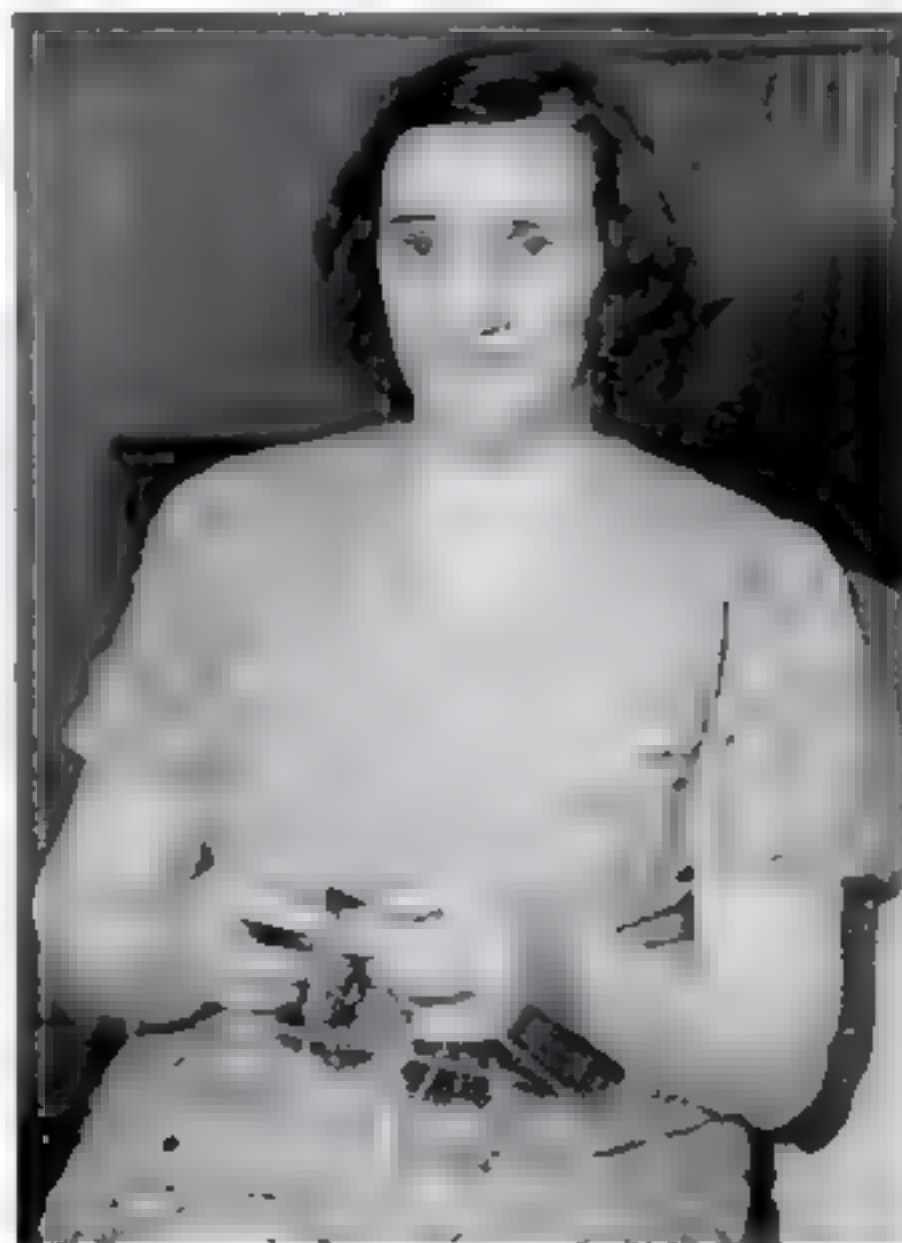
CARL EKLUND OF ALVDALEN CUTS TIMBER FOR PRIVATE COMPANY

The Carl Eklunds of Alvdaalen, a small lumber community in the heart of Sweden's spruce and pine, belong to the working class. The father, now 50, has been a timber-cutter for the same lumber company since he was 14. His pay is 2,000 kronor a year, of which 150 kronor or \$35 pays for the snug, sturdy home shown at left, that he rents from the company for which he works.

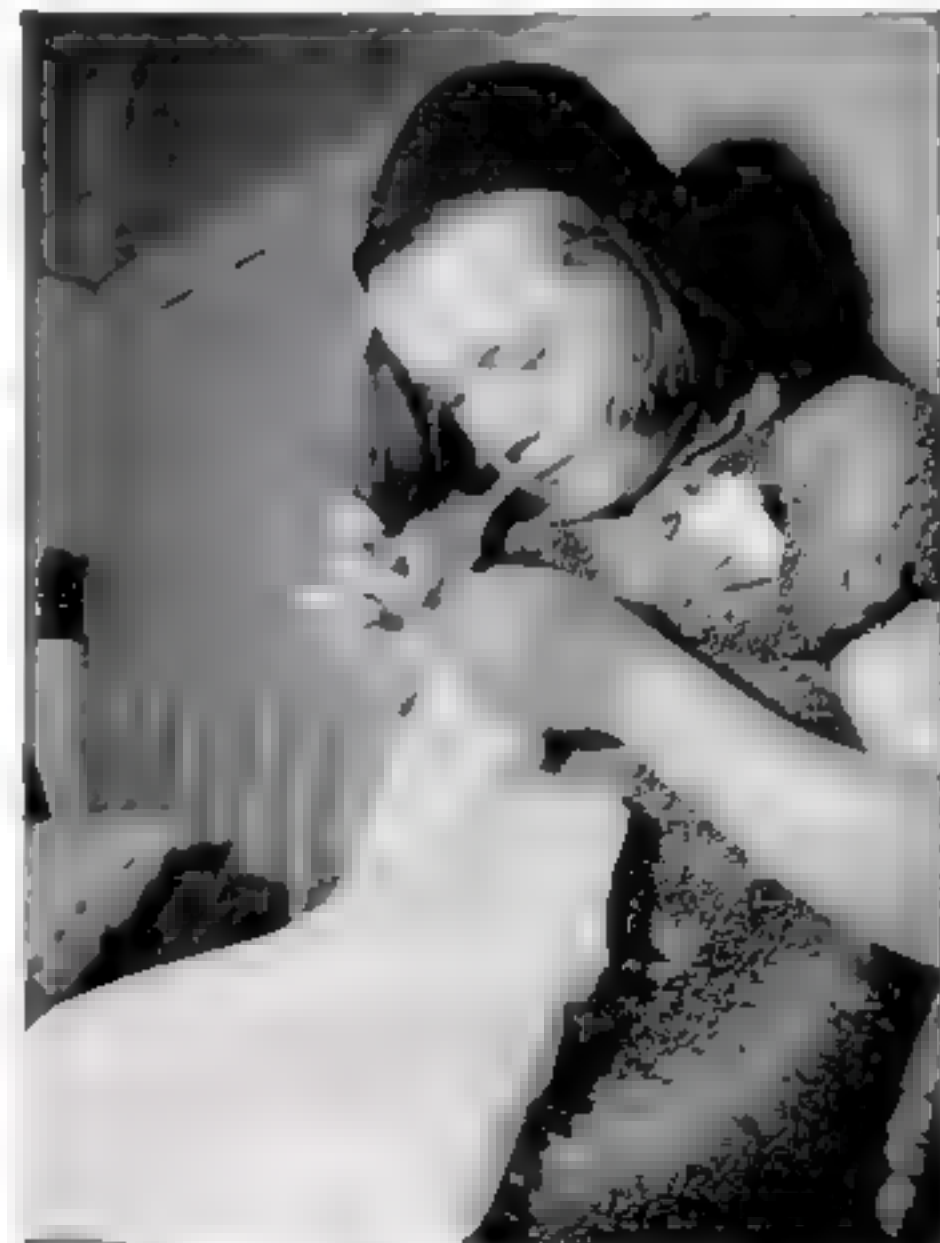
Here in two trim rooms, insulated against the cold by double doors and windows, he enjoys life with his wife Sofia and their daughters Margit, 16, and Stina, 14. The

four of them sleep in two old-fashioned folding beds in the kitchen. Two sons, also timber-cutters, occupy two similar beds in the living room. A third son lives in a nearby town.

The tracts of timber that Eklund cuts are owned collectively by him and his neighbors, who leased them last August to the company at an auction. In return the company hired many of the local farmers and their horses. Proceeds from the rent of this land go into a fund to pay village taxes and for the construction of local public works.



Eklund's wife Sofia knits at home while her husband is away two weeks at a time during winter cutting timber.



Stina Eklund, 14, sews. She was at home part of this winter when the schools closed for lack of coal to heat them.

THE MEN OF SWEDEN (continued)



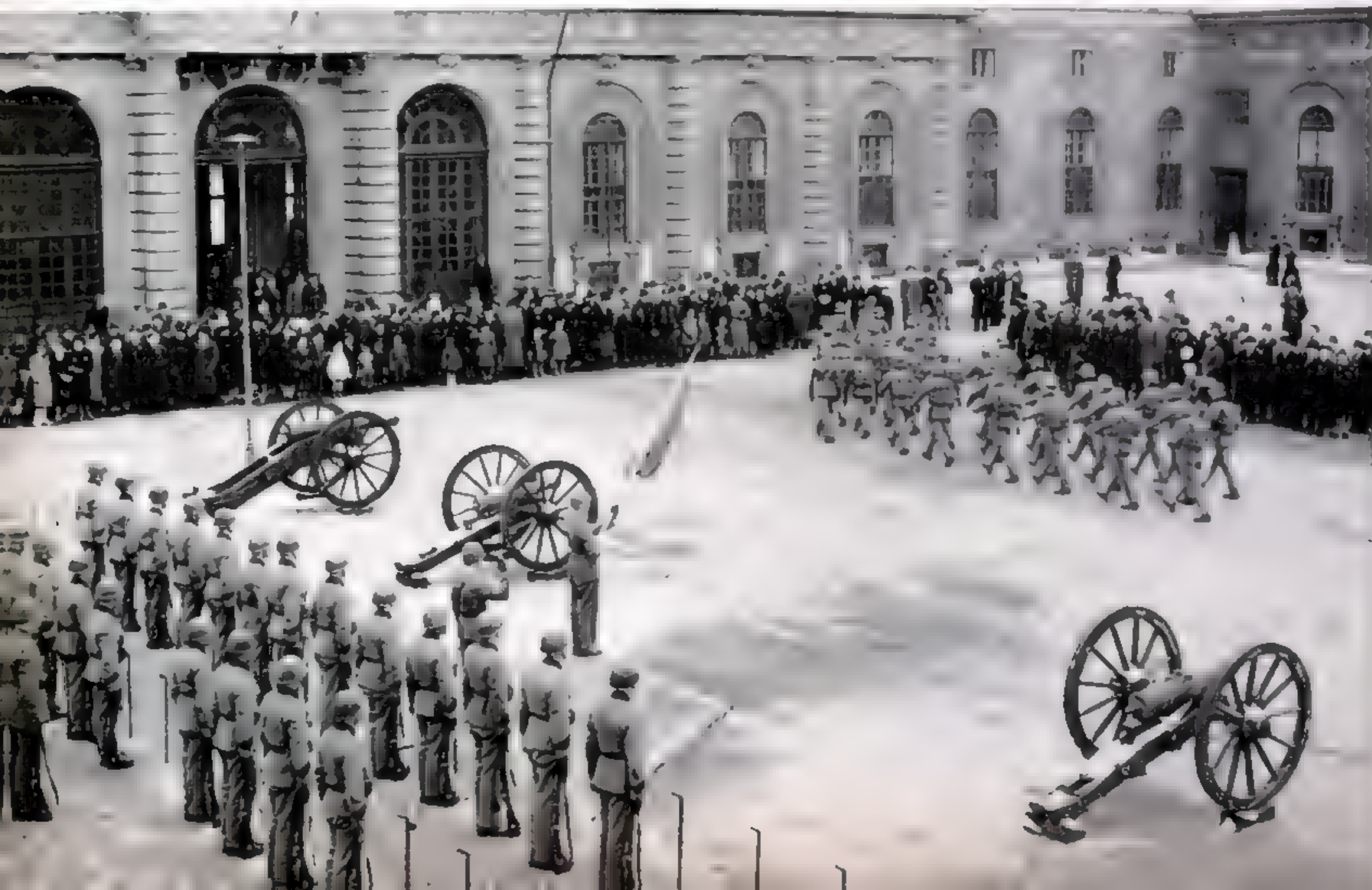
Spring comes suddenly in Sweden. On March 31, LIFE Photographer Carl Mydans, fresh from Finland, snapped this photograph of a snow-strewn path between bare trees at Fjellin, in central Sweden, where copper has been mined since 13th Century.

Sweden is still a monarchy in spite of its liberal government and democratic ways. On Easter a crowd gathered in the courtyard of the Royal Palace in Stockholm to watch the changing of the guard while a band blared. Soldiers are



Two days later when Mydans reached Stockholm, not far from Fjellin, a sudden thaw had melted all the snow. The people were sunning themselves on the steps of the Royal Dramatic Theatre. Men kept their overcoats open and went hatless and everyone's palaces had been put away,

wearing the regular field-gray uniform of the Swedish Army. Swedes affectionately refer to their 81-year-old monarch, Gustav V, as "Mr. G." on the newsstand. He personally cherished the rite of coronation, let lapse his right to choose ministers and backed many progressive social laws.





Smörgåsbord as set for two Swedes includes cold veal in jelly, three kinds of bread, pickled herring, boiled potatoes, smoked reindeer meat, tinned sardines from Portugal, pickled eel, smoked salmon, crab meat and mayonnaise, sliced ham, the yolks

of two raw eggs, butter, red-cabbage salad, apple, carrot and pea salad, sliced tongue, chicken aspic, boiled eggs and cold vegetables. This, together with cheese, a pâté, a main course and dessert, is washed down with *akevrit*, beer and coffee at a total cost of about \$1.25 per person.

World's largest maker of matches is the privately-owned Swedish Match Co., once headed by Ivar Kreuger. It has nine factories in Sweden, more than 100 factories in 35 other countries and enjoys a match monopoly in ten nations. The matches

shown here in the factory at Jonköping, Sweden are fitted into boxes attached to a continuous roller and have just been dipped into a rhubarb-colored sulphur mixture. Later they will be dried and packed. Made from aspen and birch, safety matches were patented by a Swede in 1844.





WENDELL WILLKIE

A BIG BUSINESSMAN WITH LIBERAL IDEAS GETS A REPUBLICAN PRESIDENTIAL BOOM

by HUBERT KAY

In the opinion of most of the nation's political pundits, Wendell Lewis Willkie is by far the ablest man the Republicans could nominate for President at Philadelphia next month. These same pundits also believe that the eminent head of the Commonwealth & Southern Corp. has practically no chance of getting the call.

An obvious reason for the latter conclusion is that he is not a politician but a businessman, and not just any kind of a businessman but the boss of one of America's biggest utilities holding companies. Another reason for both conclusions was suggested last fortnight by the most common-sense political columnist in the business, Scripps-Howard's Raymond Clapper: "It would be a pity if the Republicans nominated Wendell Willkie for President because then he would have to stop talking blunt horse sense and confine himself to drooling the phrases of the campaign ghost writers."

Columnist Clapper erred only in underestimating his man. Nobody, least of all Mr. Willkie, disputes that he would like very much to be President. "I'm young," says he (he is 48), "I'm in good health, and it's a great job. Who wouldn't like a chance at it?" But it is plain to Wendell Willkie's acquaintances that there is one situation which, at a choice, he regards as preferable even to that of being President of the U. S. That is being scot-free to say exactly what he damn well thinks whenever he thinks it.

Mr. Willkie puts on a properly solemn face when he is taking the New Deal apart in public, but not for an instant is anyone deceived into supposing he believes the country is going to the dogs and dragging him with it. It is perfectly evident that he is having the time of his life and expects, in an exciting and imperfect world, to go on having it. And while nobody, presumably, aspires to be President because of the money in it, it is by no means irrelevant that Mr. Willkie happens to be earning exactly \$75,000 a year, the U. S. President's pay, in his present job.

The fast-widening group of politically minded citizens who have lately been meeting or hearing 6-ft. 1-in., 220-lb. Willkie for the first time often come away talking as if he were 14 ft. tall and shot lightning bolts from his eyes. This enthusiasm appears to be the result of understandable exuberance at discovering a Republican Presidential possibility who, when compared to the present occupant of the White House, does not look like a minnow next to a shark. Willkie, an unpretentious man but burdened with no self-doubts, is himself pleasantly aware of the fact that no glaring lack of executive experience, oratorical skill or intellectual horsepower makes the comparison ludicrous, and has remarked cheerily: "If the lightning should strike, I'd be mighty disappointed if my opponent were not Franklin D. Roosevelt."

Wendell Willkie admits to having been scared of only one category of humans: New York City doormen. He now claims to have overcome his awe of the doormen in the apartment house at 1010 Fifth Avenue, where he, Mrs. Willkie, and their son Philip, last week voted most likely to succeed by his Princeton senior classmates, have lived since they moved from Akron eleven years ago.

The phenomenon of a president of a billion-dollar corporation who is overawed by flunkies disconcerts people who expect other people to conform to their labels. So do the facts that Willkie, a Republican and Big Businessman: 1) finds time for scholarly investigations of such subjects as pre-Civil War Southern economics; 2) publicly endorses the New Deal foreign-trade policy; 3) commends the trust-busting activities of the New Deal's business bogeyman, Thurman Arnold; 4) last month contributed a passionate defense of civil



Willkie's birthplace was this big frame house near the high school in Elwood, Ind. Favorite room of the six Willkie children—four boys and two girls—was the huge kitchen, with stained-glass windows and a 6-ft. fireplace. Father Willkie's political hero, W. J. Bryan, was once a visitor here.



At 6 months, Wendell Willkie was happily unaware of impending panic of 1893, which wiped out his father's speculative real-estate fortune.



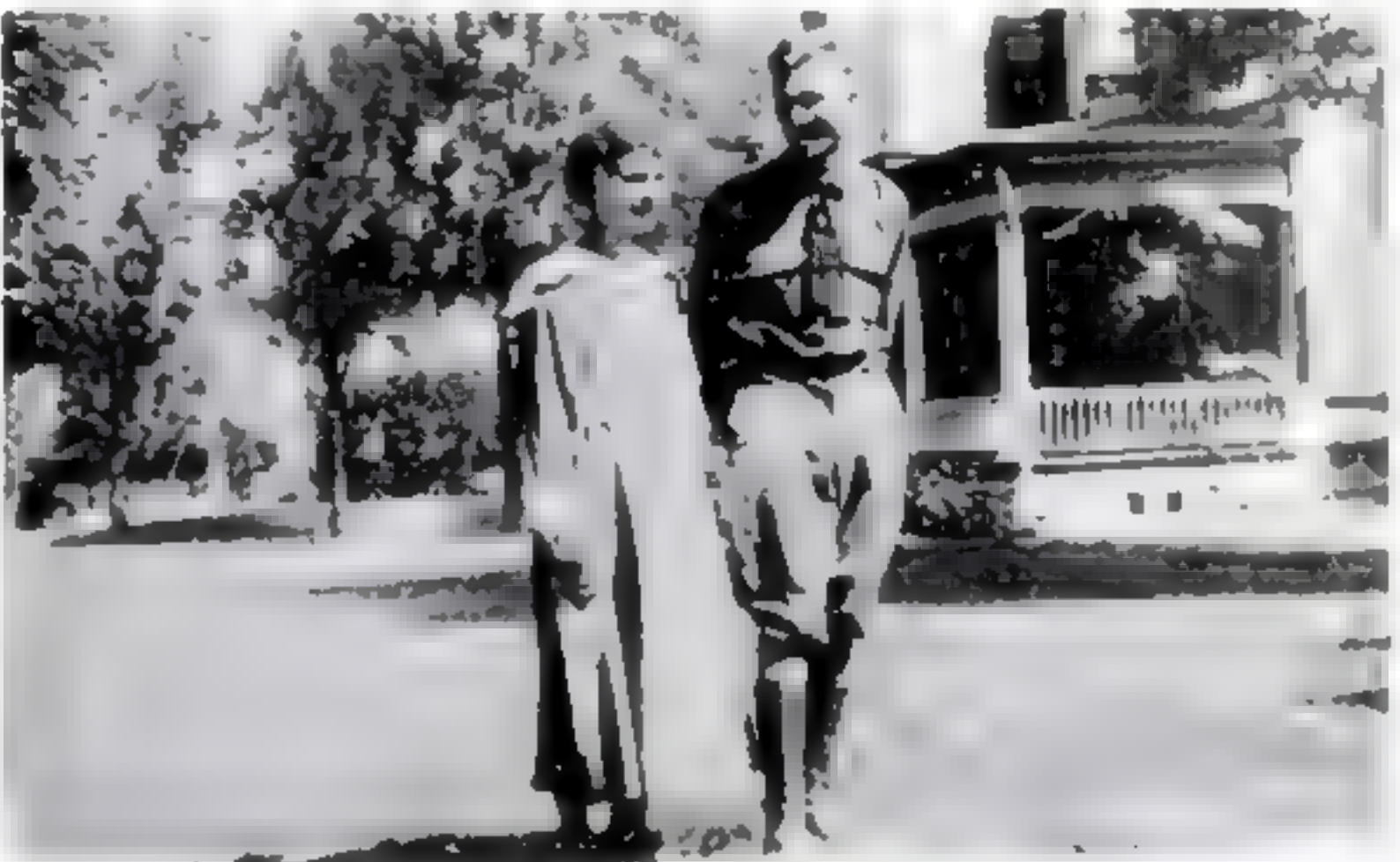
At 11 years, Wendell and his brothers were making money by moving small town buildings out to farms. Elwood's gas boom had collapsed.



At Indiana University, Willkie was president of Boosters Club, director of Jackson Club (Democratic), and a radical campus orator and debater.



Edith Willk met Wendell Willkie at friends' wedding where he was the best man and she was the maid of honor. She, too, studied at Indiana U.



They were married in January 1918. Willkie, on leave from officers' training camp, was held up by a blizzard and arrived for the wedding two days late, with a frozen bouquet. Edith Willk carried it to the altar. Willkie, who served overseas for ten months, did not accept his soldier's bonus.

CONTINUED ON NEXT PAGE

Glitter Girl From Texas



Ann Miller gave Hollywood an eyeful of streamlined legs in "You Can't Take It With You"—only to have George White pick her for his "Scandals." Therein, first on Broadway and now on tour, she dances the Mexicana with a sinuous twist, wearing a Munsingwear "Foundette."



Cross-country tramping is the current off-stage hobby of this new Broadway glitter girl. Miss Miller banks on her Munsingwear "Foundette" to give her freedom in action and young curve-control. How to put both in one garment is Munsingwear's own wonder-working.



The magic is Munsingwear's 3-Way Control, featured in every "Foundette": (1) Roundabout Stretch for molding, (2) Vertical Stretch for freedom, (3) Posture Control for minimizing figure-faults. Full-lengths, pantie-girdles or girdles....knit or woven with "Lastex" yarn. At better stores.

*Reg. U. S. Pat. Off.
Costume by B. Altman & Co.

Munsingwear, Inc., Minneapolis, New York, Chicago



At the office Willkie likes to prop feet on desk while talking or thinking. Invitations to speak and letters from political well-wishers now keep his littered desk piled higher than usual. Behind him is sliding panel which he opens to talk to his secretary

WENDELL WILLKIE (continued)

liberties, including those of Earl Browder and Fritz Kuhn, to the *New Republic*; 5) declared in a public speech last month: "If free economic enterprise is unable to provide jobs and products for this country, then, obviously, some other system should be tried."

Mr. Willkie does not carry a watch and has never owned an automobile. He used to try to drive one but was forever turning around to argue with somebody in the back seat. When he ended up in a ditch one day he gave it up. Once a month he tries to get out to Rush County, Ind. to tramp over one of the five big corn-hog farms (totaling 1,500 acres) he has recently bought, and argue with a tenant over whether to put a new roof on the hog shed. He spends about 100 days a year on the road, visiting every town of 2,000 or over in the ten-State territory (Michigan to Florida) served by his huge utility system. Enroute, he talks over the state of business and the nation not only with Commonwealth employees but also with any other local businessman or official he can buttonhole. Mr. Willkie, wrote the editor of the Jackson, Mich. *Citizen Patriot* during a visit, "is as approachable as a Pullman porter, as democratic as a candidate for sheriff."

His thoughts about clothes and freedom have not changed

Absorbed in thought or in the stack of books he always takes on a trip, Willkie has been known to get on a train for Newark and end up in Washington. His clothes and haircuts are the despair of Mrs. Willkie and his male secretary, Fred Rahter, whose campaign to keep him fittingly draped, pressed and shorn is complicated by Mr. Willkie's partiality for double-breasted coats that he persists in wearing unbuttoned. Despite their best efforts, Willkie, who carries his bulk in somewhat bearlike fashion, wears inextricably the stamp of small-town Indiana. The twang in his voice, the eagerness of his round friendly face, his love of cracker-barrel debate, and the way he props his feet on a desk or drapes a leg over a chair arm while engaged in one are a giveaway of his midland origin.

Since in the past seven years Willkie's time has been about equally divided between managing his business and running a one-man political campaign to defend it against New Deal assaults, and especially since that campaign has now resulted in a Presidential boom for him, cynics might reasonably suspect that the Willkie appearance is a well-rested political pose. The suspicion would be strengthened by Willkie's own realistic observation: "In my business it pays to look like an Indiana farmer." Investigation, however, reveals that Mr. Willkie has maintained his indifference to adornment since the days when he roamed the campus of Indiana University in a red turtle-neck sweater with a cud of tobacco in his cheek. The same consistency is discoverable in his political convictions.

New Dealers, who have done nothing to discourage the impression that, to be successful, a businessman must combine the talents of Captain Kidd with the social conscience of Marie Antoinette, are reported to hold that no Republican Presidential nominee would suit them better than Willkie, on the ground that as a utilities magnate his defeat would be automatically assured. Nothing would delight Mr. Willkie more than a chance to persuade the voters, in a cam-



"That's my contribution to the utilities business," says Willkie, diagramming his "objective rate." By offering cut rates and a free bonus of electricity if customer uses a basic amount, it keeps revenues stable while giving user more and cheaper electricity.

paign, that in combating the New Deal he is fighting for exactly the same principle he fought for as a youthful disciple of Teddy Roosevelt, "Fighting Bob" La Follette and Woodrow Wilson.

A chronic rebel, Willkie concluded in his youth that Big Business had too much power over other people's lives. He promptly rallied to the trust-busting banner of Roosevelt, La Follette and Wilson. As a rising Akron lawyer with many a corporate client throughout the 1920's, he stayed out of the Republican-Big Business parade, remaining an active rebel Democrat. To Franklin Roosevelt's campaign in 1932 he contributed \$150 and his vote. From his own point of view, Willkie did not desert the popular liberal army after 1933. He thinks it deserted him when, having vanquished a power-greedy Big Business, it set up a power-greedy Big Government.

Few politicians and publicists who call themselves liberal have managed to define what they mean by it. Willkie has come close. Invited to speak at Columbia University last winter, he lashed out with a blast at the Dies Committee for "destroying reputations by publicity, by inference and by innuendo" and for "putting men on the witness stand without counsel and without adequate opportunity to answer." These observations were promptly quoted with approval by the New Dealish *New Republic*, with a passing reference to their "highly conservative" author. Irrked, Willkie promptly composed an article which, when the *New Republic* stalled about accepting it, he sent along to the *Saturday Evening Post*. In it he wrote: "The common denominator for those of liberal faith . . . seems to me to lie in the common purpose of liberals to make men free. For it is not the primary purpose of the liberal to make men secure or rich or powerful, but only to prevent such limitations upon freedom as insecurity, poverty and weakness may impose." Mr. Willkie does not overlook the fact that "liberal" and "liberty" both stem from the Latin *liber*, meaning free.

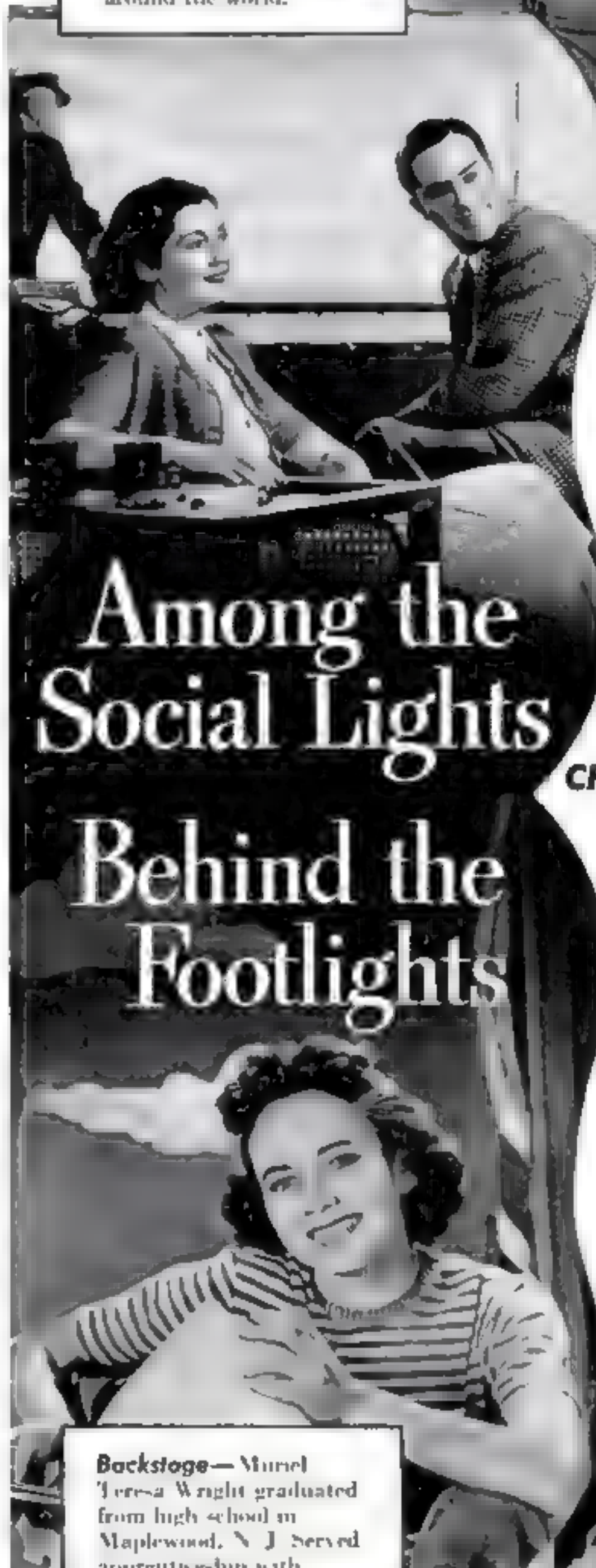
All four grandparents fled German autocracy

The roots of Wendell Willkie's distaste for over-reaching authority stem back to autocratic Germany, whence all four of his grandparents (the name was originally Willicke) fled after the revolt of 1848. His father, who owned a library of 6,700 volumes and bawled Shakespearean quotations up the stairwell to wake his children in the morning, settled in Elwood, Ind. in 1885. Elwood struck gas; glass and tin-plate factories flocked to it; and Herman Willkie got rich in real estate—or thought he had until the panic of '93. After that he buckled down to practicing law and raising six children—four sons and two daughters—of whom Wendell, born Feb. 18, 1892, was the third. In a town of 13,000 that boasted 40 saloons and 40 bawdy-houses, he and Mrs. Willkie, who studied law herself and became the first woman admitted to the Indiana bar, made their home a midland athenaeum. Intellectual visitors flocked to it. Dinner at the Willkies was a perpetual debate. The political ideas Son "Win" acquired from his father were those of a Bryan Democrat (with reservations on 16-10-1) who once managed the campaign of a Socialist for mayor because he considered him the ablest candidate. Later, when "Win" came back to practice law briefly with his father, the first case they won together was for some workers charged with violating an anti-picketing injunction.

CONTINUED ON NEXT PAGE

Before her guests arrive
—Mrs. A. J. Drexel, III, busy member of Philadelphia's young married set, steals a moment for an interview.

Yachting Enthusiast—
Mrs. Drexel enjoys cruising in southern waters off Nassau. The family's palatial yacht is known around the world.



"Freshens my skin" . . .

QUESTION TO MRS. DREXEL:

Mrs. Drexel, how do you ever find time to keep your skin so smooth and glowing?

ANSWER: "It takes no time at all. I simply cleanse my skin night and morning with Pond's Cold Cream. Then—when my skin is all fresh, I spread on a light film of Pond's Vanishing Cream for overnight softening, or for powder base if I'm dressing to go out."

QUESTION: Do you find that these 2 Pond's Creams help protect your skin from the coarsening effect of sun and wind?

ANSWER: "Yes—they help a great deal! Because every cleansing with Pond's Cold Cream also lubricates and softens my skin—and any little roughnesses whipped up by outdoor exposure can be smoothed away by one application of Pond's Vanishing Cream."

Among the Social Lights Behind the Footlights

**BUT BOTH
CHERISH THEIR COMPLEXION
LOVELINESS WITH
POND'S**

"Make-up keeps soft look longer"

QUESTION TO MISS WRIGHT:

Miss Wright, how important is a good complexion to a girl who wants to go on the stage?

ANSWER: "I'd say it's one of the first requirements. Using Pond's 2 Creams has done a lot for me, I know. The Cold Cream is marvelous for removing stale make-up and getting my skin really clean. I'm never without a good supply—I like the larger jars because they're even more economical than the small!"

QUESTION: Does your work make you conscious of make-up effects off stage as well as on?

ANSWER: "It certainly does. Everyday make-up should be glamorous, too. That's why, after cleansing with Pond's Cold Cream, I always smooth my skin for powder with Pond's Vanishing Cream. Then my make-up keeps its soft, clear look longer!"

Backstage— Muriel Teresa Wright graduated from high school in Maplewood, N. J. Served apprenticeship with Provincetown Players, then went on road with "Our Town," and now plays ingenue part in current Broadway hit.

For Her Scrapbook— Like every budding player, Miss Wright eagerly collects clippings and pictures. (At right) An amateur snaps her with boy friend.



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BEAUTY
KIT

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Street _____
City _____ State _____

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Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Lipsetting Cream (quicker-melting cleansing cream), and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

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The Flying Forties are here

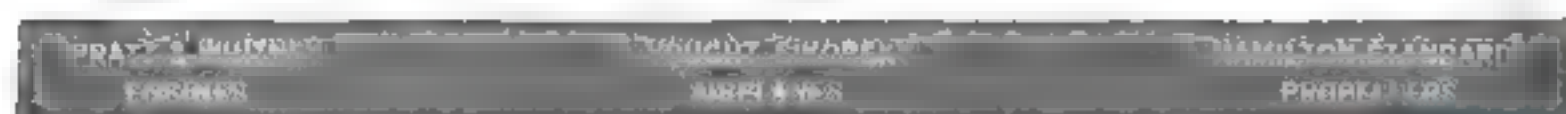
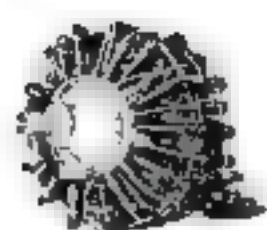
This season ushers in a decade that will go down in history as the Flying Forties, not only because of the expanding operations of the airlines, but also because of the amazing growth of private flying.

Last year there were 22,000 people in the United States holding private pilot's licenses. This year, that number will be greatly increased.

Some of these are youngsters, thrilled to the core with their discovery of the limitless expanse of the sky. Others are sportsmen to whom the airplane offers relaxation and recreation. And a constantly growing number of them are smart, substantial businessmen who commute to work or cover large territories by air because they find it pays to fly.

From Pratt & Whitney Aircraft come dependable engines to power many of the splendid airplanes in private service . . . engines ranging from the 450-horsepower Wasp Junior to the 1200-horsepower Twin Wasp. Exact duplicates of those installed in great fleets for the Army and Navy and for airlines all over the world, Pratt & Whitney engines offer to the private pilot the priceless assurance of proven dependability.

UNITED AIRCRAFT CORPORATION East Hartford, Connecticut



Willkies now live at 2010 Fifth Ave. in New York, opposite the Metropolitan Museum of Art. Doormen used to overawe Mr. Willkie.

A voracious reader who averages two hours per book, Willkie taught history in Coffeyville, Kans. high

WENDELL WILLKIE (continued)

At Indiana University, which he entered at 15, red-sweatered "Win" Willkie was soon famed as the campus radical and orator. Equipped with a high-school-born grudge against fraternities, he became a leader of the "barbarians" (non-fraternity members) in Indiana's red-hot campus politics. He declaimed against the fraternities and faculty, challenged the Bible, preached socialism one week and Jeffersonian Democracy the next, advocated the abolition of all inheritances as unfair to those who didn't get them. In his senior year the No. 1 fraternity, Beta Theta Pi, whose members then shone in the reflected brilliance of Brother Paul McNutt, acknowledged his distinction by inviting him to join. Willkie, whose original prejudice had by that time been dissipated, accepted the bid. But the parting blot he took at the faculty, as senior orator of his law class, remains a campus legend.

Inspired by a family hatred of Prussianism, Willkie enlisted the day after the U. S. entered the first World War. Before leaving for officers' training camp he called on the new town librarian, said, "Edith, I'd like to change your name from Wilk to Willkie," and got married before leaving for France. Overseas, Lieutenant Willkie served out the War with the 325th Field Artillery and stayed on afterward as a captain, to defend soldiers being court-martialed on what he usually considered stupid and unjust charges. Back home in 1919, he got a job in the legal department of Firestone Tire & Rubber Co. and moved to Akron, aged 27.

Willkie vs. Roosevelt: the TVA fight

The private firm to which Willkie soon shifted found itself, within a few years, enjoying a tripled business. Outside the office he battled the then-rampant Ku Klux Klan on every platform he could find, pitched into American Legion and Democratic politics, fought McAdoo on the Klan issue as a delegate to the Democratic convention in 1924. He also learned the profitable art of making himself helpful—with both news and free legal advice—to reporters. Tolerant Akron Republicans had come to regard their bushy-haired, liberal friend as a sort of local Bill Borah when, in 1929, a utilities client of his firm, Commonwealth & Southern's B. C. Cobb, offered to triple Willkie's earnings if he would come to New York as the corporation's co-counsel. The major milestones of Wendell Willkie's life occurred four years later, within three months of each other. On Jan. 24, 1933 he was elevated to the presidency of Commonwealth & Southern. On March 4 Franklin Roosevelt, longtime foe of the "power trust," became President of the U. S.

"In the money-mad period of the Twenties," declared Willkie in a speech to Toledo businessmen last March, "the heads of some of our corporations forgot their primary function. . . . Instead of attending to the duties of management they began playing with corporate structures as with a child's building blocks, becoming promoters rather than businessmen. And some financiers in Wall Street and elsewhere . . . became jugglers of finance, concerned primarily neither with the investor nor the investment, but with making money and securing power for themselves. There is no point now in naming names . . . but you and I know that that was true. You have sat in Board rooms, as I have done, and heard businessmen talk about putting pressure on this man or this newspaper, or this or that group, so that opposition would be eliminated."

Mr. Willkie was indubitably referring to some of his predecessors in the utilities business—including the late and unlamented Sam Insull who once rejected his opinion on a question of public policy with the advice: "Mr. Willkie, you will know better when you grow older."



school, gave up teaching for the law because he wanted sufficient money to be independent.

Mrs. Willkie, like her husband, enjoys reading history and economics. She says that neither she nor her husband is much interested in practical politics.

No group of businessmen came out of the crash with names more blackened and publicly distrusted than the utilities promoters of the 1920's, but it is ironic that Willkie should share this obloquy. In 1933, a newcomer who had put himself on record three years before in favor of Federal regulation of utility holding companies, he heartily concurred in the new President's determination to trim the rascals' claws. Meantime he set vigorously about putting his own holding company house in order. Kicking all but one of the bankers off his board of directors, he replaced them with the working heads of Commonwealth's operating subsidiaries. As fast as he could, he began squeezing water out of the corporation's stock, abolishing wasteful intermediate holding companies. Above all, establishing his "objective rate" (see picture caption, p. 99), hiring 500 new full-time electric-appliance salesmen and turning every meter reader and bus driver into a part-time one, he strove to sell his customers more and cheaper electric power—which was not only sound U. S. business practice but the professed goal of the New Deal power program.

Willkie's disillusionment with the New Deal program came swiftly. What he thought he discerned in its promoters was a determination not merely to regulate the hated utilities but to destroy them. The biggest proof, TVA, was plumped squarely in his own backyard—in territory served by one of his principal operating subsidiaries, the Tennessee Electric Power Co. Up beside Tennessee Electric's went duplicating TVA power lines, while PWA went through the valley offering to give 45% of the money and lend the rest at low interest with which municipalities could build their own power plants to use TVA power at, argued Willkie, less-than-cost rates.

Against that kind of competition there was not much Willkie could do but take his case to the public. He went to the courts, and lost, but got his case in the press. Congressional investigating committees, which other businessmen cursed, he welcomed as sounding boards. Wherever he could wangle an audience or an opponent, he spoke and debated. Speeches and statements by Roosevelt, Ickes and TVA's Lilienthal he pounced on as openings for counterblasts in kind.

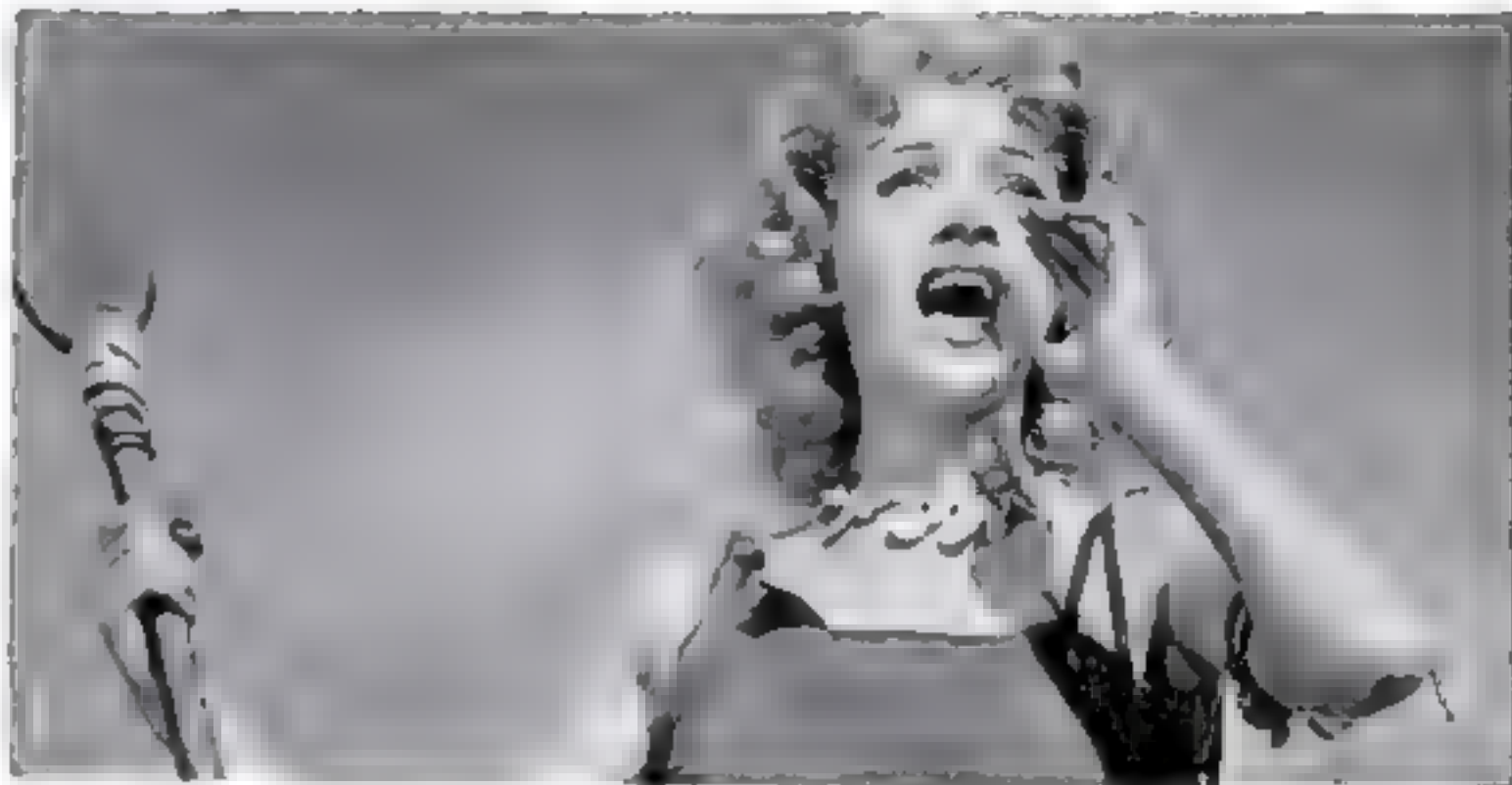
He loses a battle and wins a war

The effect of Willkie's back talk was not at first encouraging. The public was cold to him. Worse, many a business associate urged him to pipe down. A succession of them came back from excursions to Washington bearing vague warnings of threats of reprisal against business generally unless he were silenced. "Don't get his Dutch up, Willkie," they pleaded. Willkie kept on.

The turn—and the beginning of the Willkie boom—came on August 15 last year. In the First National Bank in New York that morning TVA's Lilienthal and assorted Tennessee local officials handed Commonwealth's Willkie checks totaling \$78,600,000 in full payment for the properties of Tennessee Electric Co. Wendell Willkie had lost his battle to stay in business in Tennessee. But he had won his war to make the Government buy out instead of destroy his 200,000 stockholders' Tennessee investment, and won it by a margin of \$23,000,000, which TVA paid Commonwealth above its original offer. Establishing himself as the most articulate and persuasive business spokesman in the land, he had stated his case so effectively that when a high administration official was invited recently to take part in a public debate he accepted on the one condition that his opponent would not be Wendell Willkie.

The "death sentence" of the Public Utility Act of 1934 still hangs over Willkie's corporate head. Enforced, its requirement that holding company properties be geographically integrated, would break sprawling Commonwealth & Southern in two, forcing it to sell out

CONTINUED ON NEXT PAGE



Carol Landis, starring in the Hal Roach production, "One Million B.C.", meets many...



... prehistoric monsters, but none so old as...



... Brontosaurus, who lived 130 million years ago. And yet before he lived, Nature was mellowing and filtering the crude oils used today in refining Sinclair Motor Oils. Oldest crudes, expertly refined, make...

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... finest lubricants. That's why you can reduce wear, make driving safer by having your car Sinclair-ized for Summer now. This special service lubricates your car for Summer as its manufacturer recommends. Ask your nearby Sinclair Dealer about it today.



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The world's finest RUM

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WENDELL WILLKIE (continued)

either its Northern or Southern properties (*see map, p. 101*). Last March the SEC ordered Commonwealth and eight other top-rank utility companies to show cause why the provision should not be enforced against them. On May 1 Mr. Willkie filed his answer. Arguing that his corporation's huge size does not impede its efficiency, but enhances it through engineering and financing and purchasing economies, he rested his case on the record of his seven-year presidency. Since 1933 Commonwealth has doubled its sales of power to domestic consumers and halved its rates—i.e., at rates 27% below the national average, and at a volume of consumption 37% above it, Commonwealth's 1,200,000 home customers are paying the same bills they did seven years ago and getting twice as much electricity for their money. On that contribution to the more abundant life, Willkie takes his stand.

The case against Willkie

Mr. Willkie is both chief executive and policy-maker of his corporation. He abolished the office of the chairman of the board as "too stuffy." He still cannot connect up a circuit-breaker, read a vector diagram or compute the dielectric strength of materials, but there are few other convolutions in the legal, financial, engineering, purchasing, merchandising, promotion, governmental and public relations mazes of his complex business that he does not know his way around in. Commonwealth's net income (excluding in both instances income from the Tennessee properties which were lost in mid-1939) rose from \$7,678,000 in 1933 to \$13,414,000 in 1939—in addition to an \$8,000,000-per-year rise in required depreciation reserve and a \$9,000,000-per-year rise in taxes.

New Dealers may be astonished to learn that Wendell Willkie's prime limitation as an executive is an inability to say "no"—except where a principle is at stake. Overworked, he disdains exercise. He retains much of the small-town youth's bedazzlement with success. He will fight Wall Street bigwigs on principle, or reject their collective advice to pipe down in the TVA fight, but he is proud to know them. His politically indiscreet move in accepting a seat on the board of New York's First National Bank—long associated in the public mind with J. P. Morgan and tops in the Big Business world—was prompted as much as anything by the effect which this new eminence would have on the folks back in Elwood and Akron.

Thus far the public case against Willkie-for-President has rested almost wholly on the fact that he is a utilities man with Morgan connections, hence must, by definition, be a wrong guy. Privately, however, New Dealers who have battled with him complain that he is not above slipping a rabbit punch or even a pair of brass knuckles into a tough fight. For example they point to Chattanooga during the TVA rumpus, where Commonwealth withdrew advertising from the pro-TVA Chattanooga News and was accused (Willkie denies it) of backing an opposition sheet. They also point to certain Commonwealth subsidiaries' political patty-cakes with State legislators—dirty corners left over from old days which New Broom Willkie has allegedly failed to sweep clean.

A more surprising charge, considering its source, is the New Dealers' complaint that as a debater Willkie sweeps their closely reasoned



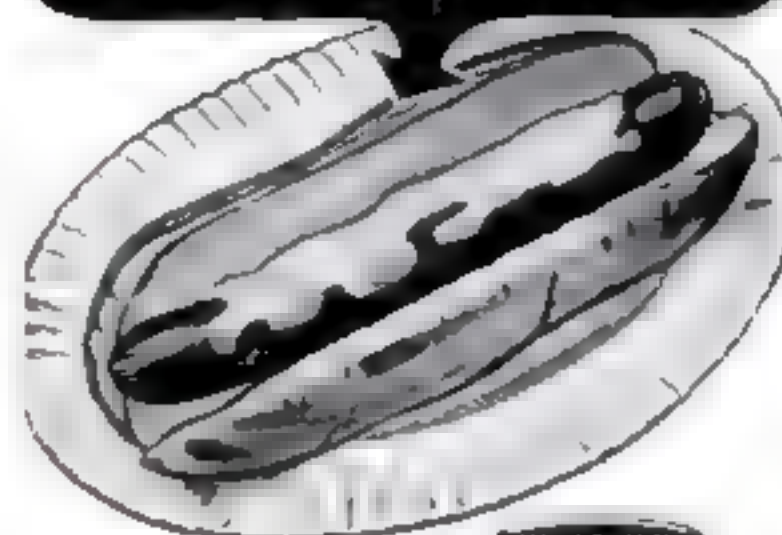
Philip Herman Willkie, Jr., is advertising manager of the *Daily Princetonian* at Princeton and has just been voted "most likely to succeed" by his senior class. He has discovered recently that "when I say my name is Willkie, it means something to people."

BEST FOODS MUSTARD

WITH
HORSE RADISH



Gives extra UMPH
to the flavor of
Frankfurters!



In fact, serve Best Foods Mustard-with-Horseradish whenever you used to use ordinary mustard. See what new zip it gives to food! So inexpensive, too! At all good grocers everywhere.



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(in colors to match coat... (as illustrated above))

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You will thrill to the scenic beauties of Illinois' State Parks in every section of the State—thousands of acres of recreational, hiking, and camping areas. Visit General Grant's Home. See the prehistoric Indian Mounds. View the spot where white men first set foot in Illinois. Explore the strange canyons in amazing "Giant City."

CHICAGO "Wonder City of the World"

The second city of the Nation, center of industry, trade, finance and transportation—yes, but even more, the home of world-famous museums, parks, boulevards, center of sports, recreational, and summer resort activities.

Chicago is the gateway to the beautiful northern Illinois "Land of Lakes" region, dotted with lakes offering fishing, boating, and every aquatic sport, and connected by rivers lined with camping and picnic sites.

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City _____ State _____

factual arguments aside with battle cries for "private enterprise" and "freedom." His best friends, however, will concede that in the heat of verbal combat for one of his causes, Wendell does become somewhat overheated. That, despite such lapses, he retains the liking of most of his adversaries is perhaps attributable to a trait recently pointed out by his old Beta brother, Paul McNutt. "Win never tries to sell himself," said this most seasoned self-seller in recent U. S. history, "and that's the subtlest form of salesmanship."

Wendell Willkie's unpaneled office at 20 Pine Street in downtown Manhattan is, as he delights in reminding his politically sensitive friends, "only one block off of Wall." He gets to it by taxi or subway, after an hour in bed with the newspapers, about 9:30 a. m. To his door, attracted by his growing fame, comes a stream of callers—reporters, business consultants, would-be advisers, well-wishers, world-savers and politicians. Running his business on a shuttle system, moving from room to room where his conferring subordinates await his "last guesses," he sandwiches in as many visitors as he can. His "political" mail has stepped up to 1,000-odd letters a week. He reads and answers every one, shuffling through them at a speed that reduces his stenographer to a system of sketchy notes. A four-puff chain smoker, he averages three packs of Camels a day and may singe as many as six packs in a tough speech-writing session. A steam-shovel reader, he still manages to average a book a week, mostly history and economics but with an occasional *Kitty Faye* mixed in.

In Mr. Willkie's files last week lay more than 2,000 speaking invitations received in the past two months, plus requests for articles from eleven magazines and bids for books from 21 publishers. Since Jan. 2 he has traveled more than 10,000 miles, made nine club and banquet speeches from Boston to San Francisco, broadcast three times including an appearance on *Information Please*, written political articles for *FORTUNE*, *Look*, the *Saturday Evening Post*, the *New Republic*, and reviewed Mr. Pitt and America's *Brightlight* for the New York *Herald Tribune* Sunday book section.

He sees a public swing

Plainly delighted with the attention he is getting, Willkie likes to insist that it is not a personal tribute, but a public trend. "When I started out seven years ago," he recalls, "everybody was down on businessmen and especially utilities men. Why, I could hardly get a statement into the newspapers and when I'd go down to Washington to testify before some committee the Congressmen would hold on to their watches. That's changed now; the people are swinging back. But not all the way back to the 1920's. They want business to have a chance again, but they want to keep the social controls over it. That's the idea I symbolize. That's why there's all the fuss about me."

To Americans who in normal times view the rigid U. S. political etiquette of double-talk and half-truths with amused tolerance but abhor it in the present crisis, Wendell Willkie's candor is as refreshing as a lump of ice in a warm drink. Every other Republican and businessman who can remember as far back as October 1929, if not so far as 1907 or 1893 or 1873, knows perfectly well that America's troubles did not begin on March 4, 1933 and that Franklin Roosevelt did not invent popular distrust of Wall Street. Every other Republican and businessman knows better than to believe that any mature Amer-


CONTINUED ON NEXT PAGE



After a hot debate on Third Term before newspaper publishers in Washington on April 19, Willkie and Ickes stayed friendly.



A fraternity brother at Indiana University, Paul V. McNutt, ascribes Willkie's appeal to fact that he never tries to sell himself.



MORE DRIVE-MORE PEP.

WHEN YOU AVOID
"MID-SECTION SAG"
BRACE UP WITH
THE
Bracer



You'll feel better, look better, too!

THIS summer have more pep—more drive—more fun! Avoid "Mid-Section Sag" that spoils your looks and steals your energy. Brace up with The Bracer! You'll be amazed at the difference it makes.

For this exclusive Bauer & Black supporter belt is designed to support sagging stomach muscles, help improve posture.

And only The Bracer gives you all these features: No Rip—seams cannot pull out. No Roll—four removable ribs at top. No Bulge—knit from two-way stretch "Lastex" yarn. No Bother—convenient fly-front.

At department, drug, men's apparel, sporting goods stores, and surgical supply houses.

If your dealer cannot supply you with The Bracer, simply fill out and mail the coupon with a check or money order. Price \$2.00 (Canada \$2.75)

BAUER & BLACK, Division of The Kendall Co.
Dept. D-10, 2500 So. Dearborn St., Chicago, Ill.
(In Canada, Station K, Toronto.)
I am enclosing check or money order for \$_____. Please send me _____ Bracers
My waist measurement is _____
Name _____
Address _____
City _____ State _____
My dealer's name and address is _____

for the good opinion of those who count

Pursuit of Coolness ends with your wise choice of ventilated Crosby Square Shoes

When British-type distinction in footwear meets the American man's natural desire for refreshing cool comfort, the result is a handsome Crosby Square Shoe for Summer.

Patterned after shoes seen on fashion leaders at exclusive resorts, your ventilated Crosby Squares provide that healthful ease which adds to the joy of living when the mercury soars.

Experience that delightful coolness at your Crosby Square dealer's soon. Write for his name.
*The House of Crosby Square,
2460 North Sixth Street,
Milwaukee, Wisconsin.*

Crosby Square
Authentic Fashions
IN MEN'S SHOES \$5.50 to \$6
—some at \$5

No. 351 Miami Mesh, born on the Lido, reared in Florida. Sturdy open fabric, leather sole, combination heel.

No. 352 Warm-weather version of the Britisher's "mudguard." Blonde and Golden Brown calf.

• Also Pre-Flex Shoes — \$6.85 to \$7.50

CALL FOR THIS

*"Tropical Treat
from Puerto Rico!"*



Try Don Q Rum in your Daiquiri, Rum and Soda, Rum and Ginger Ale, Cuba Libre, or any other rum drink!

WHITE LABEL for cocktails
GOLD LABEL for tall drinks

PRODUCT OF
DESTILERIA
SERRALLES
INC.
PONCE, PUERTO RICO

Don Q
PUERTO RICAN
Rum



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National Distillers Products Corporation, N.Y.

How Modern Housewives KILL ROACHES

Bait in tube kills old and young. Greater super guaranteed. Thirty for and 50c packages. Sold by drug grocery department and hardware stores. If your store has none, send 50c for package of both sizes. DeSoto Chemical Co., 11 West 41st Street, New York, N.Y.

DE SOTO CHEMICAL CO., Box 73 Arcadia, Fla.

GATOR ROACH HIVES

FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.

FOR HEALTH AND COMFORT

WEAR
EXPANSO
the belt that
Automatically Expands
and Contracts
in Action
and Relaxation



Know the
EXPANSO

the BELT with the BUCKLE that BREATHES
AT THE BEST BELT COUNTERS
11 W. 41st St. N.Y.C.
WHORNE BROS. CO., INC., 24 WEST 44th STREET, NEW YORK



"This is a lot of money for a couple of Indiana farmers to be kicking around," cracked Willkie when TVA's David Lilienthal, also a onetime Hoosier, ended long TVA fight last August by handing Willkie \$78,600,000 for Commonwealth's Tennessee properties.

WENDELL WILLKIE (continued)

ican has forgotten, or would willingly repeat, the brakes-off joyride that ended in the Great Crash. But Wendell Willkie appears to be almost the only one with sense and courage enough to say so, out loud. Precisely as this candor makes Willkie's liberal professions sound convincing, so the lack of it makes the similar professions of other Republicans sound hollow.

At base, Willkie's case against the New Dealers is simply that, starting out in the right direction, they went too far. He thinks two passions carried them out of bounds. One was vindictiveness: a determination to make the hated stock-jugglers, trust-builders and labor-baiters of the 1920's pay dearly for their sins, plus a violent intolerance of opposition. The other was what Wendell Willkie regards as the root of all evil: the love not of money but of power.

His case against the New Deal

Willkie, who likes to quote Washington, Lincoln and Lee on tolerance of enemies, defies anybody to find a single epithet he has ever used in an anti-New Deal speech. Admiring Franklin Roosevelt in more ways than one, he thinks that vindictiveness and intolerance of criticism are all that have kept the 32nd President from becoming one of the greatest in American history. Though he disapproves, he does not blame Roosevelt for taking all the power he could get. "The people wanted him to have power in 1933," he says, "so he grabbed it, just as you or I would have."

Wendell Willkie presents the engrossing psychological spectacle of a man who has admittedly made himself "virtual czar" of his own corporation, yet appears by his lifelong record to have a genuine passion for democratic freedom. This phenomenon admits of two possible explanations: 1) Willkie cannot bear to have anybody be boss but himself; 2) he understands, as only a man who craves and has won it can, the temptations of power, and has become fired with the conviction that a democracy must be forever alert to keep any man from getting too much of it. Each conclusion would bear, and would assuredly receive, plenty of public examination if Mr. Willkie should happen to receive the Republican nomination.

Willkie makes no moral complaint against soaking the rich with super-income and capital-gains taxes. But the effect of such a tax program, he points out, is to dry up the sources of capital for business expansion. The right kind of government spending, he says, may have excellent results, and in an emergency is imperative. But the wrong kind not only heads a nation toward financial chaos but is the other prime factor that scares capital into hiding. Put wrong spending and wrong taxes together, Willkie argues, and you get the fix America is in now: ten million idle workers, five billion private dollars idle in the banks, tremendous natural resources lying fallow and a nation going hungry for the goods they would produce if they were got together.

Willkie wholly approves of relief, unemployment insurance, old-age insurance, other social security benefits and is convinced that they have come to stay. He thinks the New Dealers have erred in emphasis. His whole case against their economic policies begins and ends with the conviction that, in their taxing and spending programs, they have failed to run the Government as he has learned a business

must be run. Like that of a business, he argues, a government's primary aim must be to produce profits (the national production of goods). After that it can think of paying dividends (social benefits).

On the issue of Federal executive powers, Willkie, veteran of many a brush with the SEC and Federal Power Commission, protests most passionately against the personal powers wielded by the administrators of the New Deal's business-regulating agencies. The commissions and the basic new laws they administer, he not only accepts but heartily endorses as necessary to prevent a recurrence of old business abuses. But the commissioners' powers to exercise their personal piques and predilections, to change the rules of business in mid-game, he denounces as both a tyranny-breeding threat to liberty and a prime business hindrance. To poker players, he clinched the latter point in an autobiographical passage written for the staid *Atlantic Monthly* last year:

"In the course of a fairly active life—not all of it in the most dignified surroundings—I have played poker in odd corners of this continent with all kinds of people and under all conditions. It doesn't make any difference whether the ante is a penny or a dollar, and it doesn't make any difference what kind of clothes your companions in the game may wear or what language they may use, or even whether or not you might have difficulty at some later date in explaining how you happened to know them—you will play the game as long as the rules are fixed, and you will get out of the game just as soon as somebody starts changing them."

His program for recovery

His basic program for recovery thus reduces to two points: 1) reform tax and spending programs to encourage idle money to go to work; 2) keep the principles of the New Deal's business laws but restrain their administrators' arbitrary powers by checks and more specific statutes.

On foreign policy, Willkie cuts squarely across the Republican isolationist position and makes his last big point. As a War veteran and father of a 20-year-old son, he hopes as passionately as any man that America can stay out of Europe's war. But only he, among Republican Presidential possibilities, has publicly acknowledged the plain but politically unpopular fact that "we do have a stake in the continuance of the French and British way of life." How big he thinks that stake is and what it would be worth to preserve, he has yet to say. But on the issue of the reciprocal trade treaties—which

CONTINUED ON NEXT PAGE



Willkie's corporation, Commonwealth & Southern, controls ten operating companies that supply electricity and gas to population of 6,100,000 in ten States from Michigan to Florida. Cross-hatching marks Tennessee and other properties sold to TVA



Meddle! Meddle! Meddle! Goodness only knows why, but this busy neighbor does it plenty! She criticizes you for this. She criticizes you for that. And glory, what a spot you're in—if she looks at your little angel and finds her dressed in dingy, tattle-tale gray!

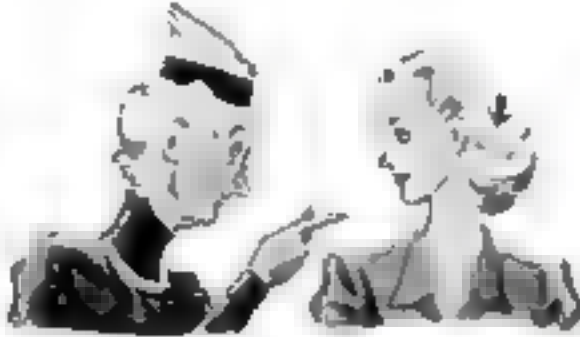


Don't get mad—just get wise! For no matter how hard you rub and rub, some soaps are so weak-kneed they simply *can't* budge all the dirt out of clothes. So hurry to the grocer's and switch to the soap that doesn't give dirt a chance! Switch to Fels-Naptha—golden bar or golden chips!



Then parade the baby in style! And prick up your ears—whenever that meddler comes around. For Fels-Naptha's richer golden soap and gentle, dirt-loosening naptha, working as a well-balanced team, make tattle-tale gray give up in despair. They get clothes honestly clean *all the way through*. So sunny-white and sweet—it's a thrill to have even a meddler notice—to hear her sing your praises to the skies!

Now—Fels-Naptha brings you 2 grand ways to banish "Tattle-Tale Gray"!



"Use the *golden bar* for all bar-soap jobs. It's just the best ever! Use the *golden chips* wherever you use box-soap. They're HUSKIER flakes—not puffed up with air like flimsy, sneezy powders. And now they've got a new suds-builder that makes oodles of rich, busy suds. Simply grand for washing machines."



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IT NEED NOT HAPPEN TO YOU!



THAT DUOCRAFT SURE HELPS ME KEEP MY PEP



FOR ACTIVE MEN DUOCRAFT® UNDERWEAR GIVES ACTION SUPPORT

Duocraft support is gentle but positive—all day long. Unique . . . non-stretching cross-stays suspended from two points on elastic waistband, keep supporter section up.

No back seams, no binding, no buttons. For men and boys. Just try them!

In Brief and Quarter-leg models, knitted in fine cotton and Durene at popular prices. Athletic shirts with contour and straight bottoms, to match. At your favorite store; if not, write us.

DUOFOLD INC., MOHAWK, N.Y.

*Patented



Oren Root Jr., a grandnephew of the late great Elihu, has given up law practice to collect Willkie-for-President signatures



Mr. Root's petitions, which Willkie enthusiasts buy at \$1 per 100, are rolling in to his office at rate of more than 100 a day

WENDELL WILLKIE (continued)

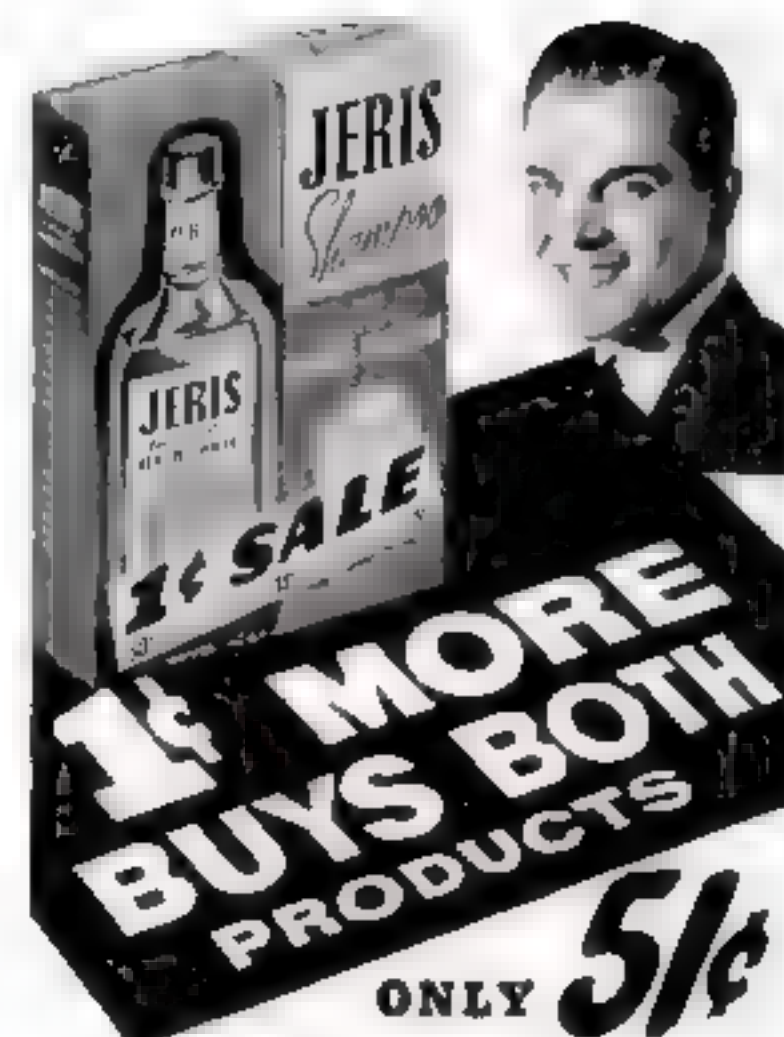
Republican Senators voted unanimously against last month—he goes virtually whole hog with Hull. For America, he sees no longrun alternative to a flourishing foreign trade but an economy as tightly Government-regulated as Germany's. He stands squarely with President Roosevelt in conviction that America, at war's end, must be prepared to exert its full wealth and power to restore a world peace and economy in which trade can thrive. Such a peace, combined with domestic reforms, will, Willkie glowingly predicts, produce "a prosperity like none you've ever seen or dreamed about before."

Amateurs handle the Willkie campaign

Still listed in *Who's Who* as a Democrat, though he changed his registration in the last primary, Willkie has no professional organization or campaign fund and doesn't intend to seek them. Enough professional support has been volunteered in Missouri and Indiana to guarantee that Willkie's name will be offered in nomination at the G. O. P. convention. Otherwise the Willkie candidacy rests currently in the hands of a crusading crew of amateurs including Oren Root Jr., 28, and Russell W. Davenport, 40, both of whom have quit their New York jobs—Root as a lawyer and Davenport as managing editor of *FORTUNE*—to devote full time to the Willkie boom. Serious consideration of the possibility of his nomination would thus, in ordinary times, be politically preposterous. His present chance rests mainly on the fact that the times are far from ordinary. Realistically considered, it rests on the possibility that if Dewey and Taft deadlock and are hence eliminated on the first few ballots, and each of the clashing liberal and tory factions of Republican bosses refuses to accept the other's dark horse, the rising popular clamor for Willkie may impel them to compromise on him. How loud that clamor will be depends on how many independent voters there are who believe that the New Deal has had a long enough try at putting America back to work and back on the road to its tremendous destiny; who think that a businessman of Willkie's caliber might be just the man to lead the job; who sorely distrust the Republican campaign implication that everything was rosy before March 4, 1933 and will be made so again just by getting "That Man" out of the White House; who believe, finally, that Americans can neither honorably nor safely turn their backs on a world at war.

If there are enough of them and they stir themselves to be heard, the Willkie amateurs may turn out to be not so naive as they now seem. On April 9 Mr. Root began circulating Willkie-for-President petitions, with the hope of sending enough signatures to Philadelphia to convince Republican leaders that, in an election which seems likely to be determined by a few hundred thousand independent votes, Wendell Willkie might be what they prefer even to a regular: a winner. By May 3, Mr. Root had received back 100,000 signatures from 42 States and the press which is printing the petitions had sold 70,000 15-name blanks to voluntary buyers.

One of America's most astute professional politicians said privately not long ago: "Willkie is an able man and he'd make a fine President. He can't make it this year because not enough people know him yet. But put him in the Cabinet for four years and you couldn't stop him." Willkie boosters might borrow a slogan from Gold Medal Flour: "Eventually—why not now?"



FOR THIS REGULAR
85¢ VALUE

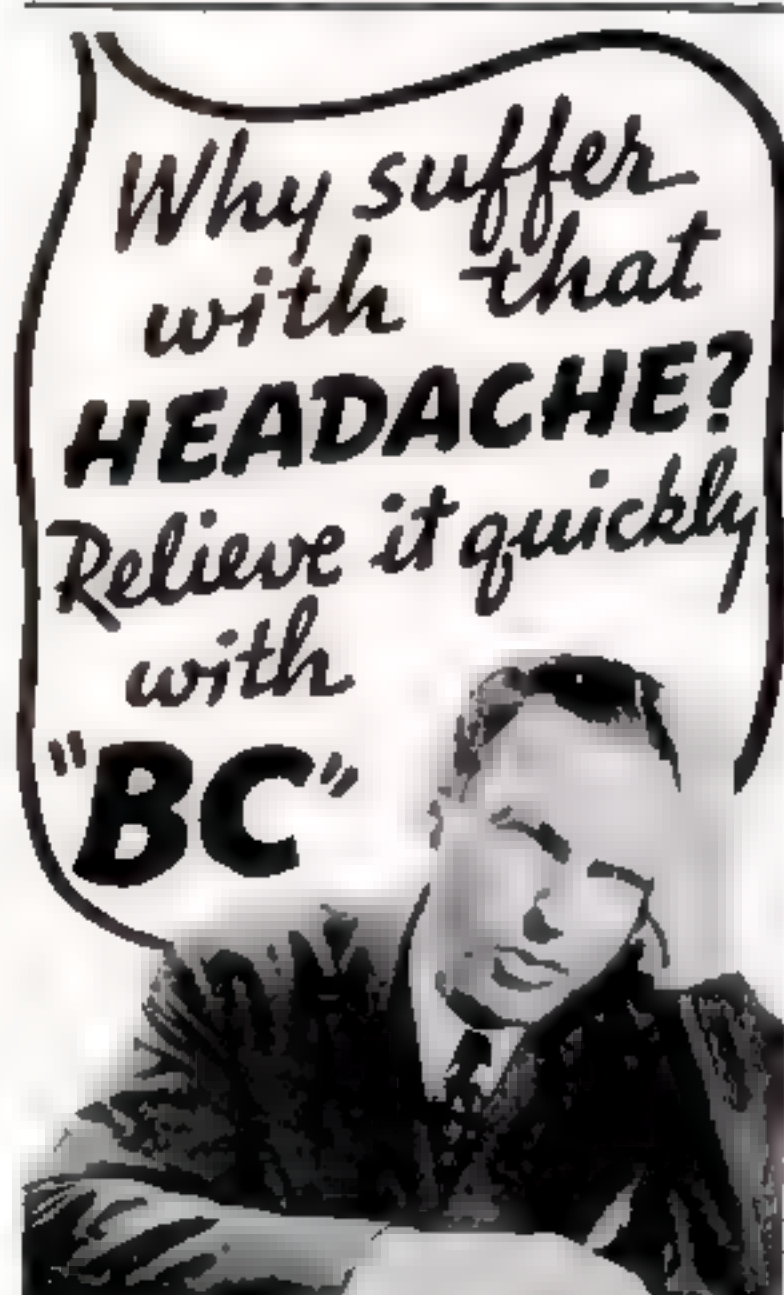
JERIS

ANTISEPTIC HAIR TONIC ★ RANGE SANCTIFIED SHAMPOO

Here's where a penny goes a long, long way! Buy a bottle of Jeris Hair Tonic, at the regular 50¢ price—and get a 35¢ bottle of Jeris Shampoo, for only ONE CENT MORE! This extraordinary opportunity to stock up on these two effective hair preparations is for a limited time only . . .

Take advantage of it, TODAY!

AT DRUG STORES AND BARBER SHOPS



Headaches, neuralgia and similar pains are quickly relieved with "BC". This prompt acting remedy dissolves rapidly and relieves in a hurry. Follow the simple directions on the package. If pain persists always consult a physician. On sale everywhere—10¢ and 25¢.

FREE OFFER For free sample write B. C. REMEDY CO., Dept. L13, 551 Fifth Avenue, New York City



10¢ and 25¢
ONE OF THE
FASTEST-SELLING
REMEDIES OF ITS
TYPE IN AMERICA

WENDELL WILLKIE'S PETITION TO POLITICIANS

IN the decade beginning 1930 you have told us that our day is finished, that we can grow no more, and that the future cannot be the equal of the past. But we, the people, do not believe this, and we say to you: give up this vested interest that you have in depression, open your eyes to the future, help us to build a New World.

IN this decade you have separated "business" and "industry" from the ordinary lives of the people and have applied against them a philosophy of hate and mistrust, but we, the people, say: business and industry are part of our daily lives; in hurting them you hurt us. Therefore abandon this attitude of hate and set our enterprises free.

IN this decade you have undertaken vast new obligations, which we support. But because you have not applied to these obligations the ordinary standards of business judgment, you have lost our money by the billions and we, the people, say: give us a business-like administration that will act as the steward of our prosperity; that will ensure the social progress that is now threatened, and that will manage our affairs at least as intelligently as we manage our own enterprises.

IN this decade, under the banners of reform, you have usurped our sovereign power by curtailing the Bill of Rights, by short-circuiting the states, and by placing in the hands of a few men in executive commissions all the powers requisite to tyranny; and we, the people, say to you: we do not want monopolistic government, any more than we want monopolistic industry. Give us back the powers that our forefathers declared to be ours; liberate us to govern ourselves by law.

BECAUSE you have concealed from us the amount of our real taxes, and because you have hidden from us the real nature of our expenditures, you have specifically usurped our power over the public monies, and we, the people, say: give us as much information concerning our government as we expect to get concerning our own enterprises, so that we may control the vast sums that it has become necessary to spend.

YOU—the politicians of both parties—have muddled our foreign affairs with politics; with vague threats and furtive approvals; with wild fears and inconsistent acts; and we, the people, say: give us a foreign policy that we can trust and upon which we can build toward the future. We are against aggressors; we are for foreign trade; and we recognize that our own standard of living can be improved only by raising the standard of the other countries of the world.

THIS declaration will not interest those who regard the United States as a laboratory for social experiments.

It will not interest those who regard the United States as a free-lunch counter.

It will certainly not interest those who regard the United States as a somewhat impoverished gold mine out of which they can still scrape a nugget or two for themselves.

It will interest only those who think of the United States as their land—a land that they know and love—a land that became rich through the industry, thrift, and enterprise of its people, and will never regain its prosperity in any other way.

WENDELL LEWIS WILLKIE

REPRINTED FROM "FORTUNE", APRIL 1940

*No doubt
about it*

Drinks Never
Taste Thin
with
Gordon's Gin



*and here's
the reason*

Gordon's has
the Advantage of
Liqueur Quality
& High Proof, 94.4

● Experts know that all gins are not alike. And Gordon's has Liqueur Quality and High Proof, 94.4. That's an important advantage. For it assures you richer flavor, velvety smoothness—drinks that never taste thin. So ask for Gordon's when ordering gin by the bottle or the drink.

Gordon's Gin

100% Neutral Spirits Distilled from Grain

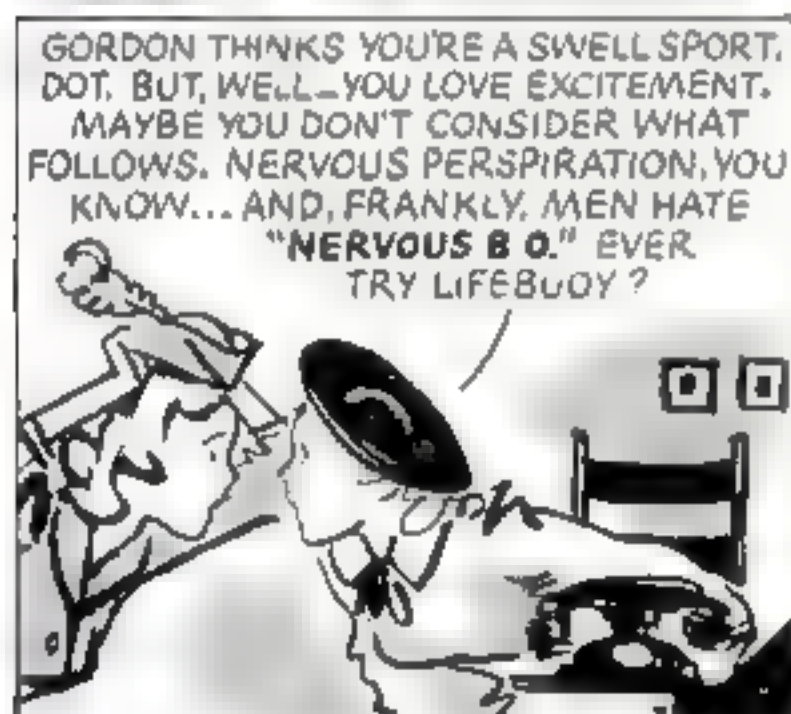
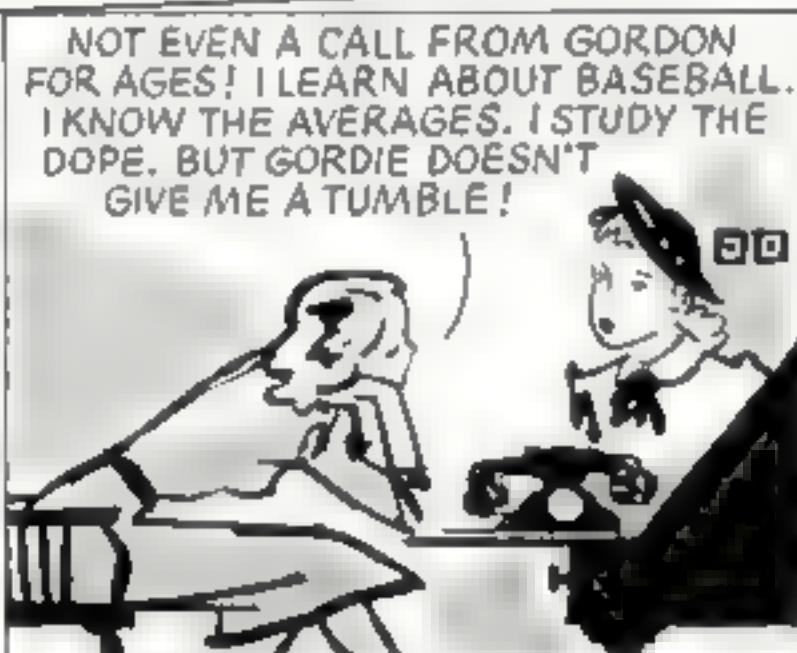
COPYRIGHT 1940, GORDON'S DRY GIN COMPANY, LTD LINDEN, NEW JERSEY



A THRILLING GAME! BUT THE EXCITEMENT
GAVE DOT NERVOUS PERSPIRATION... FOLLOWED BY

NERVOUS B.O. (NERVOUS BODY ODOR)

↓ LATER



The Cause and Relief of "Nervous B.O."

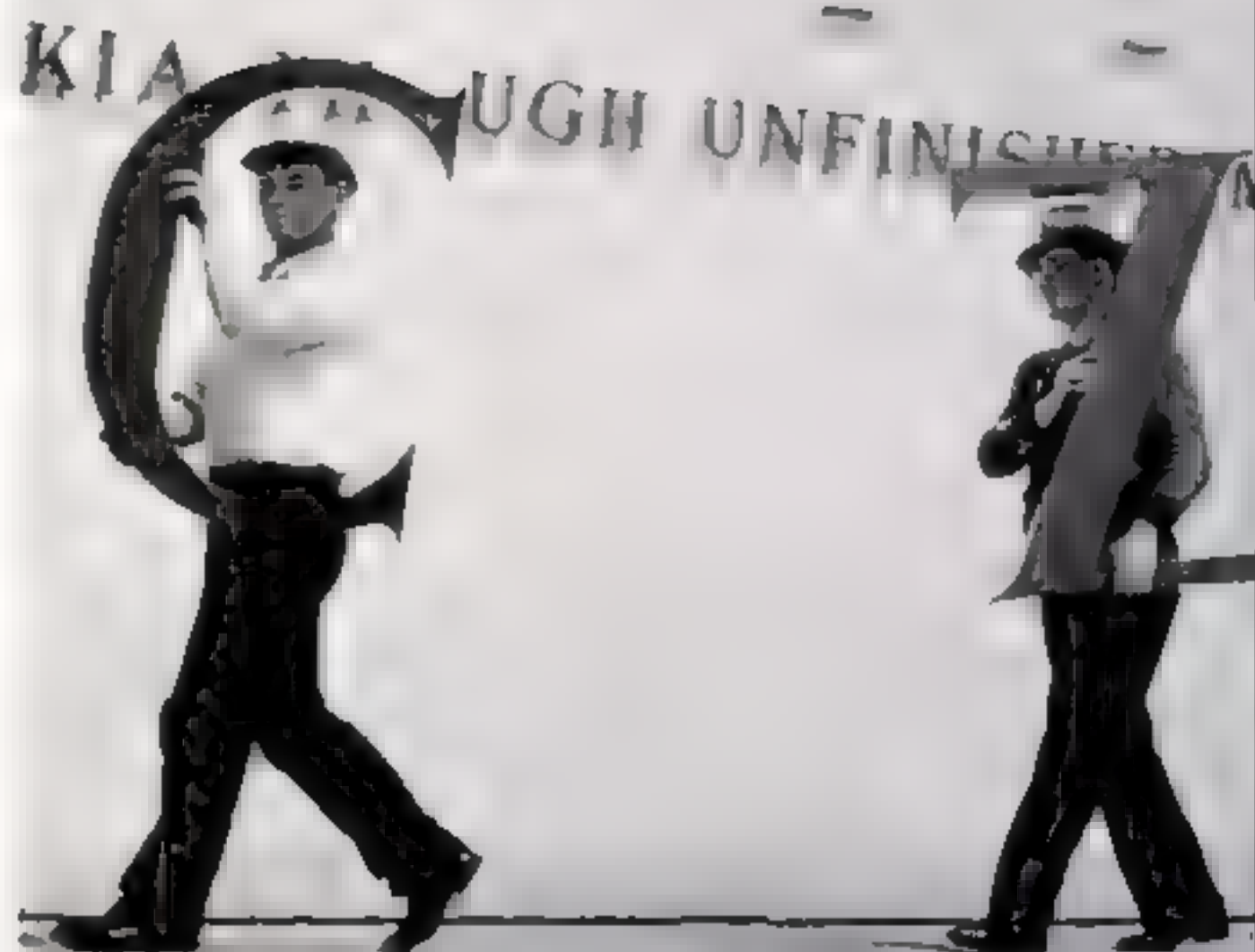
You can't just assume you're free from "nervous B.O." When you experience anger, joy, thrills, you get nervous perspiration and, in due course, "nervous B.O." Take no chances! Use Lifebuoy Health Soap in your daily bath and stop "nervous B.O."

More people use Lifebuoy for their bath than any other soap, and one reason is that Lifebuoy contains an exclusive hygienic deodorizing ingredient. Lifebuoy is different - gives lavish lather - so relaxing in your daily bath!



LIFEBUOY HEALTH SOAP

Its crisp odor goes in a Jiffy - Its Protection lasts and lasts



WORLD'S FAIR WORKMEN MARCH IN FRONT OF CZECHOSLOVAKIA BUILDING



"Rome in Wraps" is what flippant Fair workers called the statue in front of Italian building. Mummy-like swathing, now removed, shielded her from the winter winds.

MAINTAINED BY ITS FRIENDS IN AMERICA



GETTING READY TO ATTACH THE BIG LETTERS "E L C H" TO THE WALL

WORLD'S FAIR

READY TO REOPEN, ITS FOREIGN SECTION STILL INCLUDES CONQUERED COUNTRIES

As the New York World's Fair prepared to reopen May 11, its foreign section was visited with a final flurry of spring fixing-up. Signs were put up, walls painted, statues scraped. Of the 36 foreign countries at the Fair last year, 45 remain this year. Albania left because Italy felt that the Italian building served for both countries. The Soviet left and in its place there will be a handstand. The Netherlands left to save money. But conquered Czechoslovakia, Poland and Denmark still stay on.

Czechoslovakia's building will be filled with rueful examples of German oppression. Partitioned Poland emphasizes its plight with a big map showing the country being torn apart by a swastika claw pulling west, a hammer-&-sickle claw pulling east.

Great Britain and France will both add a few warlike notes. France is walling one of its rooms in stainless steel to make Fair visitors think that they are in a Maginot Lane casemate.



Russian building was dismantled. First step was beheading statue of worker.



Polish building is full of Gery patriotism. Head of Paderewski is wheeled in.

PLUTO Got Me on Deck Within AN HOUR!

MRS: Today of all days! A thrilling regatta and instead of sailing with you, I'll spend the day in bed.

MR: This time I'm going to be firm. You're going to drink a Pluto Highball. It'll knock that dull, foggy feeling within an hour and then—nothing to worry about!

MRS: I don't see how any laxative can be as swift as you say and not upset me completely.



MR: Pluto'll show you! It's swift but gentle as a lamb, too!

AFTER THE RACE

MR: WE WON, skipper! I could never have done it without your snappy work!

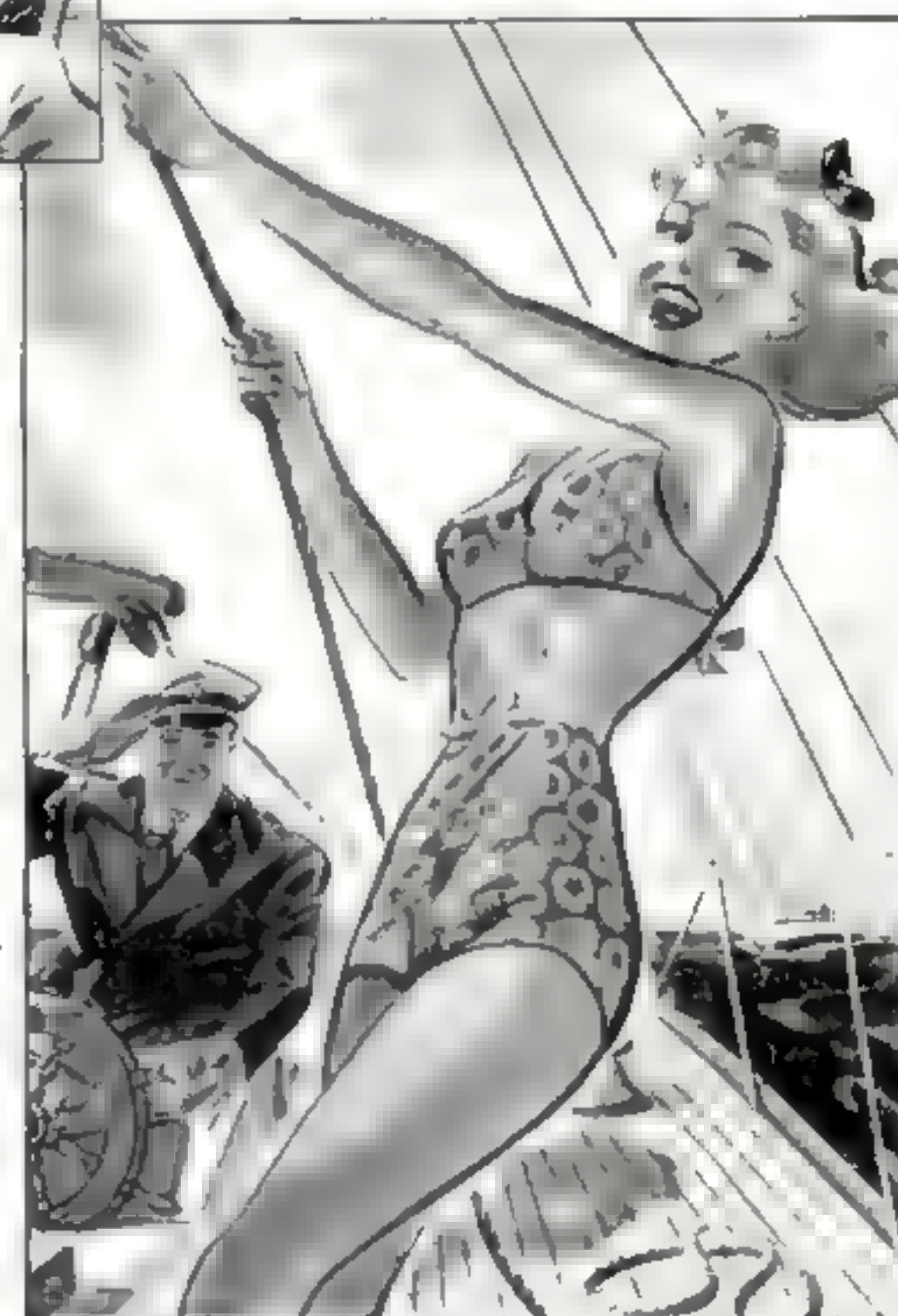
MRS: And I wouldn't have had barrels of fun if you hadn't insisted on Pluto. It's just amazing the way it relieves constipation so swiftly and so completely.

★

Get Pluto Water at your druggist's today for real one-hour relief whenever you need a laxative. Two sizes, 25c and 50c; also Pluto Highball 10c at all soda fountains and bars.

PLUTO Water

From Famous French Lick Springs



WHEN NATURE WON'T — PLUTO WILL

HOME OF
PLUTO WATER

TAKE A HEALTH HOLIDAY

At Famous French Lick Springs



No need to go abroad for the waters of a famous spa. For generations, the health benefits of Pluto Water have attracted visitors from all over the world. Now you can enjoy these same benefits with every luxury of a world-renowned resort hotel at surprisingly low cost. Write for details.

FRENCH LICK SPRINGS HOTEL
FRENCH LICK, IND. • T. D. TAGGART, Pres.
Served by
The Mazon and Baltimore & Ohio Railroads



Announcing LIFE HOUSES

Feb 1940



"THE MOST TALKED ABOUT HOUSES OF THE YEAR"

From May 15 to July 1 there will open in Houston, Boston, Minneapolis, Salt Lake City, Montreal, Canada and scores of other cities and towns throughout the U. S.—the 1940 LIFE Houses.

Built by local builders from plans created especially for LIFE by eight of the country's most distinguished architects, the houses express the newest and most important trends in design, planning construction and equipment. Furnished by local stores, the houses are fitting backgrounds for Modern American Living.

LIFE will turn its editorial lens on this important national home building demonstration in a June issue, presenting plans of the houses and photographs of the finished exteriors and interiors.

Below is the list of the cooperating builders and stores who have joined in the 1940 LIFE Houses Program. Local papers will carry announcements of the individual openings of the more than 100 houses that are being built in this unprecedented demonstration of the latest and best in American homes.

LOCATION	FURNISHER	BUILDER
CALIFORNIA		
Los Angeles		Western Building Co.
Na. Hollywood		William Melkenthin
San Francisco	The Emporium	David D. Bohannon Organization
Santa Cruz		Wilson Brothers
Santa Monica	The May Co. Wilshire	Western Building Company Marcus Shipman
Van Nuys		
COLORADO		
Pueblo	Calkins-White Bros. Co.	Loech Realty Company
CONNECTICUT		
Manchester	Watkins Bros., Inc.	Watkins Bros., Inc.
Wethersfield	Watkins Bros., Inc.	Joseph De Paolo
DIST. OF COLUMBIA		
Washington	Palais Royal	Waverly Taylor, Inc. Life Estates Company
Washington		
FLORIDA		
Bradenton		W. S. Hardin Realty Co.
Tampa	Mann Brothers	G. A. Hanson Company
ILLINOIS		
Elmhurst		Edward S. Reque Organization
Galesburg		Central Supply Company
Geneva		Edward S. Reque Organization
La Grange Park	Carson Peter Scott & Co.	William Joern & Sons Thomas J. Crowe Edward S. Reque Organization
Lincolnwood		
Naperville		
Northbrook		
Highland Park		The Bilt Realty, Inc.
Peoria	Montgomery Ward & Co.	Wildwood Development Co. R. Bedell Himes & Co. Edward S. Reque Organization Edward S. Reque Organization
Springfield	A. Dirksen & Sons	
Wayne		
W. Chicago		
INDIANA		
Fort Wayne		John R. Worthman, Inc. Indiana Housing Assn., Inc.
Hammond		
IOWA		
Davenport		Mel Foster Company
KENTUCKY		
Lexington		Roberts & Longworth, Inc.
Louisville	Stewart Dry Goods Co.	C. Robert Peter
MARYLAND		
Baltimore	The May Co.	Roland Park Company Life Estates Company Hagerstown Realty Co.
Baltimore		
Hagerstown		
MASSACHUSETTS		
Boston	Jordan Marsh	Homer T. Brown, Inc.
MICHIGAN		
Muskegon	Fawley Abbott Co.	W. B. Taylor Co.
Port Huron	J. B. Sperry Co.	W. L. Cooper
MINNESOTA		
Minneapolis	Bentalls	Thorpe Brothers
MISSOURI		
Ferguson	Scruggs, Vander- voort, Barney	Moresi-Nauman-O'Neill Co. R. E. Stephens Agency
Joplin		
Kansas City	Davidson's Furniture Co.	Allen Realty Company
Overland	Scruggs, Vander- voort, Barney	Ball Lumber & Supply Co.

LOCATION	FURNISHER	BUILDER
MISSOURI (Contd.)		
St. Louis Hills		Cyrus Crane Willmore
Webster Groves		Cyrus Crane Willmore
Webster Groves	Scruggs, Vander- voort, Barney	Webster Bldg. & Supply Co.
NEW JERSEY		
Andover	Kreage	A. N. Lockwood
Cedar Grove		Jenkins Realty Company
Chatham		Harmon Organization, Inc.
Metawan		Lake Lefferts Estates
Ocean City		P. E. Helms
Ridgewood		Cheel Const. Company, Inc.
Short Hills	Kreage	Crow Roads, Inc.
Westfield	Kreage	Colonial Homes in Westfield
NEW YORK		
Amityville		Harmon Organization, Inc.
Baldwin	Franklin Shops, Inc.	Sweet Briar Harmon Organization, Inc. Harmon Organization, Inc. Ralph Roberts Hawthorne Developing Co. Thomas Bryan & Assoc. Inc.
Crestwood		M. & B. Housing Corp.
Massapequa		County Homes, Inc.
Oceanside		V. & B. Building Corp.
Port Chester		County Homes, Inc.
Rochester		Mathews Homes, Inc.
Scarsdale	W. R. Thorne, Inc.	
Tarrytown		
Westbury		
White Plains		
W. New Brighton		
OHIO		
Steubenville		B. L. Batey
OKLAHOMA		
Oklahoma City	John A. Brown Co.	John B. Martin Company
OREGON		
Portland	Powers Furniture Co.	Murphy & Dean Company
PENNSYLVANIA		
Altoona	Wolf Furniture Co.	Vaughn & McWilliams
San Valley Farms		P. E. Helms
Drexel Hill	Gumbel Bros.	J. S. Moline Company
Orwigsburg		Eben Kingsbury
Pittsburgh	Kaufmann's	Displayed within store
Uniontown		Edward Brown, Jr. & Assoc.
Wilkes-Barre		Harry F. Goeringer
TEXAS		
Brownsville		R. L. Brockman
El Paso	American Furniture Co.	John W. Phillips
Houston	Helen Sprung Co.	River Oaks Corp.
UTAH		
Salt Lake City		Woodbury Corporation
WEST VIRGINIA		
Clarksburg		John Copper
Huntington		E. B. Kyle
WISCONSIN		
Appleton		Daniel P. Steinberg
Milwaukee	The Boston Store	A. P. Stark Company
CANADA		
Mount Royal	Henry Morgan & Co., Ltd.	Mount Royal Bldg. Co., Ltd.



A room with ice-cream-colored trimmings
and a charming bed. A white rug was chosen
to complement the room's color scheme.

Life calls on Billy Rose & Wife

Aquacade showman and Eleanor Holm
are "at home" in a \$200,000 house



MODIGLIANI'S DOCTEAU

With the reopening this week of the New York World's Fair Aquacade and the launching of a new show at the San Francisco Fair, the name of Billy Rose again blazes forth as a byword in the field of summer amusements. At the Aquacade, more than 2,500,000 people will gaze at the aquatic splendor in which he has glorified his wife, pert, pretty Eleanor Holm, one-time Olympic swimmer.

When LIFE called on the Billy Roses a fortnight ago in their new home in New York's smart Beekman Place, it found them in a setting as lavish as Billy's productions. To decorate the 14-room house which he recently bought from Banker Jackson Reynolds, Billy Rose hired Lord & Taylor's fanciful William Paulmann, spared little expense in furnishings. To duplicate the Rose establishment with its old masters, antique furniture and rare rugs would cost about \$200,000. During decoration of the house, the biggest domestic feud was when Billy, an ardent art collector, bought the Modigliani (*above*). Eleanor wept, wouldn't live with it, has since "cried it up three flights" where it now hangs over Billy's bedroom mantel.

At home the Roses maintain a staff of five servants, including McCready, Sam Goldwyn's former butler. He tolerates with dignity such intrusions as a truck drawing up to the door with a trained seal, a flock of magician's pigeons fluttering about the hall, a couple of job-hunting chorus girls parked on the front doorstep at 2 a.m.

Though he has four offices, Billy Rose seldom works anywhere but in his bedroom (*below*). Often he carries on four different business appointments in his house at the same time. Continually eating at odd hours are his numerous theatrical pals who, as Director John Murray Anderson once remarked to him, "should wear powdered wigs and satin breeches before they can fit into this shack."



Telephones connecting with the Aquacade, Diamond Horseshoe, house and outside keep Billy busy. Phone bill is \$1,000 per month.



Living room on the ground floor overlooks East River, contains \$60,000 worth of specially made pine paneling, a \$5,000 mahogany Regency bookcase, a Waterford chandelier, a \$2,000 Sheraton sofa (*right*), paintings by Van Dyck, Metsys, Reynolds and Puga (*behind sofa*).

On the mantel is a \$1,500 French Directoire gold-leaf clock between two 19th Century French urns, and a large Adam mirror extending to cornice. Least expensive piece in the whole house was a \$12 ash tray, which Billy recently discarded because he thought it looked cheap.



Blue-striped playroom on second floor is favorite recreation room of the Roses. Here Eleanor plays bridge with wives of Orchestra Leader Ben Bernie, Comedian Lou Holtz, Showman Nicky Blum, and Billy gives poker parties. Tables were made from drums. Rug is of grass,

lacquered white. In the bathroom beyond, towel racks are specially heated. Guest room (*below*) has more stripes of white lacquer over white paint. Note rose motif carried out in lampshade, flowers and rug. To keep house filled with fresh roses costs Billy Rose \$20 a week.



Take a leaf from the Debs' Glamour Book...try a Woodbury Facial Cocktail



MISS
Patricia Plunkett

Full of life and interested in everything is this lovely debutante of New York City. Aquaplaning and water skiing are the sports she best enjoys. Lovely Pat has a golden olive complexion. She says, "My friends think I'm lucky to have nice, smooth skin. But I really owe that to Woodbury."

SAYS

Cholly Knickerbocker

NOTED SOCIETY COMMENTATOR

"When I see a debutante and her devoted swain dining 'a deux', I chalk up another victory for that mischievous fellow, Dan Cupid. That 5 o'clock Woodbury Facial Cocktail lovely debs indulge in has inspired more than one unpremeditated proposal."

"DARLING, YOU'RE LOVELY!" Society debutantes know that all the blue blood in their veins can't make up for an unalluring complexion. When the social spotlight is turned full on their faces, clever debs thank their "Facial Cocktail"... Delicate oils in Woodbury Facial Soap denounce skin-dulling dirt. Its skin-invigorating Vitamin helps bolster your skin's vitality. Get Woodbury today!

"FOR THE SKIN YOU LOVE TO TOUCH"



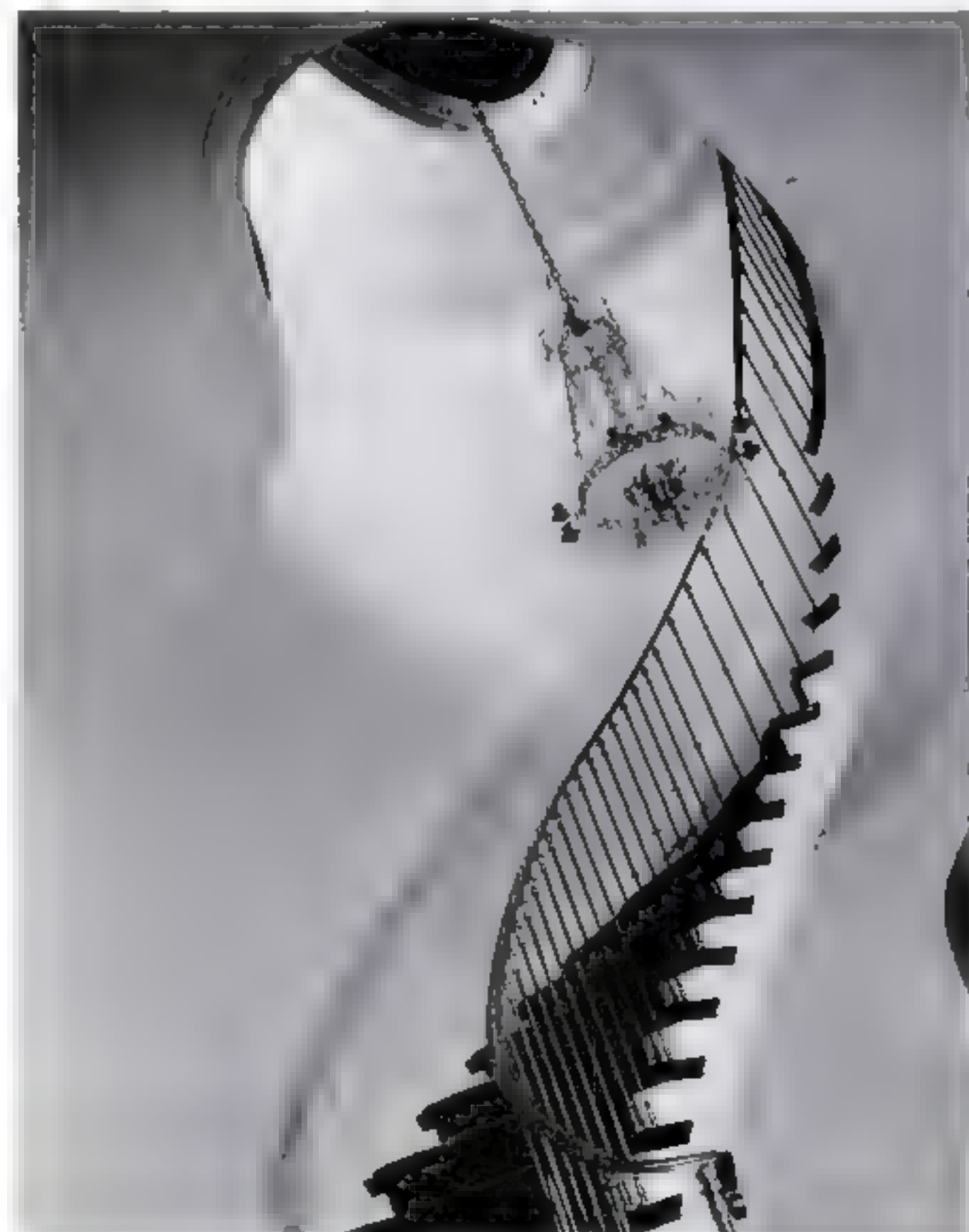
1. Lovely Patricia Plunkett, glamorous debutante, keeps her date book filled with bids to parties.

2. "To keep skin soft as a kitten's ear, it's important to use a fine beauty soap like Woodbury."

3. Says Pat, "It's nifty the way a Woodbury Facial Cocktail freshens tired skin after a gadabout day."

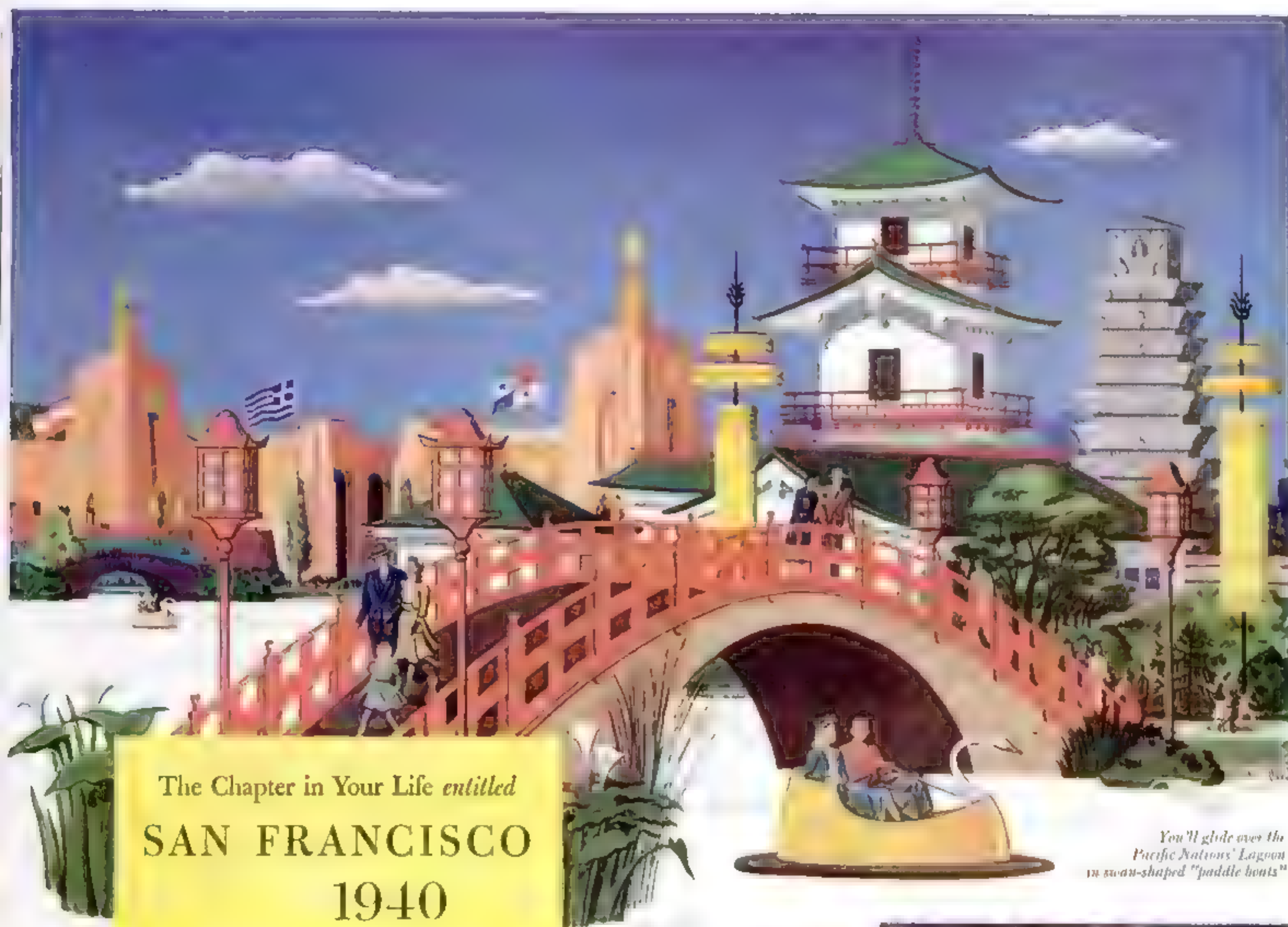


A hanging fireplace adorns the guest room. To look like a Victorian picture, original fireplace was reduced, then framed with mirrored molding. It still works. The elaborate white iron grate burns coal in winter, holds potted plants in summer.



Oval entrance hall is cerulean blue, has an elliptical Adam staircase and an 18th Century Swedish crystal chandelier, suspended from the second-story ceiling. Billy Rose reluctantly allowed the installation of the chandelier, still doesn't like it.

CONTINUED ON PAGE 117



The Chapter in Your Life entitled
SAN FRANCISCO
1940

You'll glide over the
Pacific Nations' Lagoon
in swan-shaped "paddle boats"

NEW GOLDEN GATE INTERNATIONAL EXPOSITION OPENS MAY 25 TO SEPTEMBER 29

What will the new Golden Gate International Exposition be like? We can't tell you all—so many new things are announced each day. But this we know—it will be even more beautiful than the one that thrilled so many million visitors last year, and it will offer new, grand entertainment.

You'll see a spectacular new Aquacade and a great new outdoor pageant, "America! The Cavalcade of a Nation." The world-famous San Francisco Symphony will play on Treasure Island, and noted dance orchestras, and stars of radio and screen. You'll see an important new art exhibit, moving pictures in the making, the latest wonders of science, industry and

Here is the largest Chinese city outside of China



agriculture. And in between your days and nights on Treasure Island, there will be your never-to-be-forgotten hours in the high-hulled, thousand-towered city that the 'Forty-Niners laid out on the bluffs above the Golden Gate.

In fascinating Chinatown and the Golden Gate Park that runs out to the ocean beach. At Fishermen's Wharf—above its countless boats all painted blue and brilliant green. Debonair hotels and storied restaurants and gay night clubs. On tall Twin Peaks, looking down on the little old Mission Dolores... on Telegraph Hill—where you will see the world's two largest bridges arching north and east into a wonderland.

Beyond the bay's blue waters, north, the vineyard lands roll straight to the giant redwood groves, beyond Russian River and Jack London's lovely Valley of the Moon.

East, you find Lake Tahoe, Feather River, and the old romantic Gold Towns; Mount Shasta and Mount Lassen... Yosemite National Park, more mammoth redwood groves. South, Del Monte and the Monterey Peninsula, and the beaches of Santa Cruz!

How all of these can fit into the Chapter in Your Life entitled San Francisco—1940, whether you will have two weeks in California or six, is outlined in a new, completely illustrated book that we would like to send you free.

This book shows how marvelously low all costs are. And how you may come by train or motor car or



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When You Put Better Spirits In It!"*

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SCHENLEY method that creates better spirits
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without flavor destruction. Buy the best!



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SCHENLEY Black Label, 65% grain neutral spirits. SCHENLEY Red Label, 72 1/2% grain neutral spirits. Both BLENDED WHISKEY and 90 Proof. Copr. 1940, Schenley Distillers Corporation, New York City.

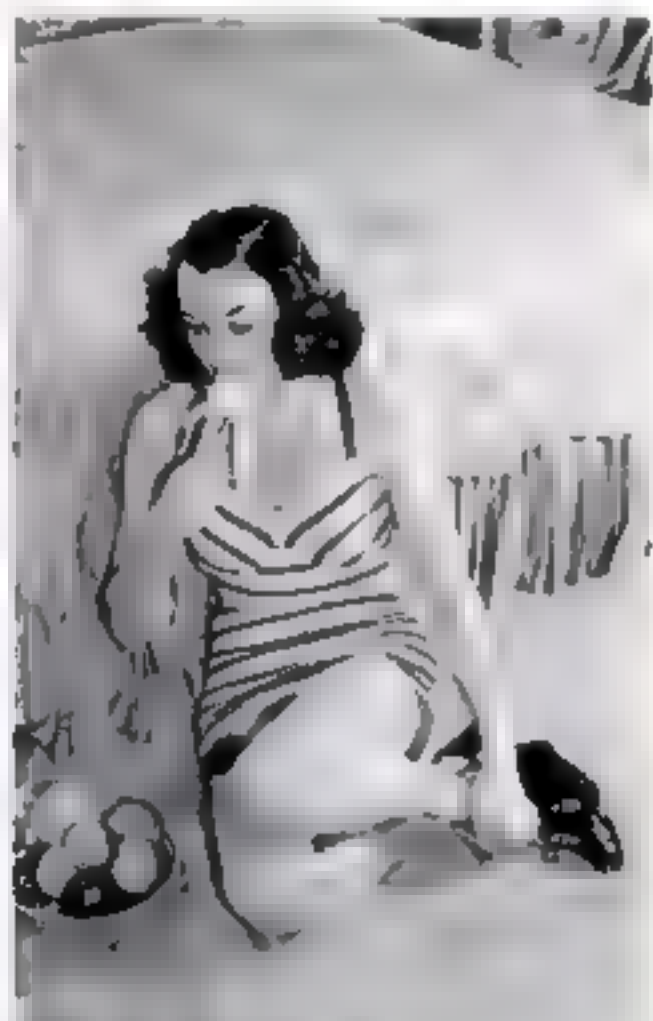
Mr. & Mrs. Rose (continued)



In her pink dressing room, adjoining bedroom, Eleanor Holm picks out a striped bathing suit. Her wardrobe consists of 100 dresses, 350 bathing suits. Most expensive bathing suit was the \$250 rhinestone one she wore in last year's Aquanada.



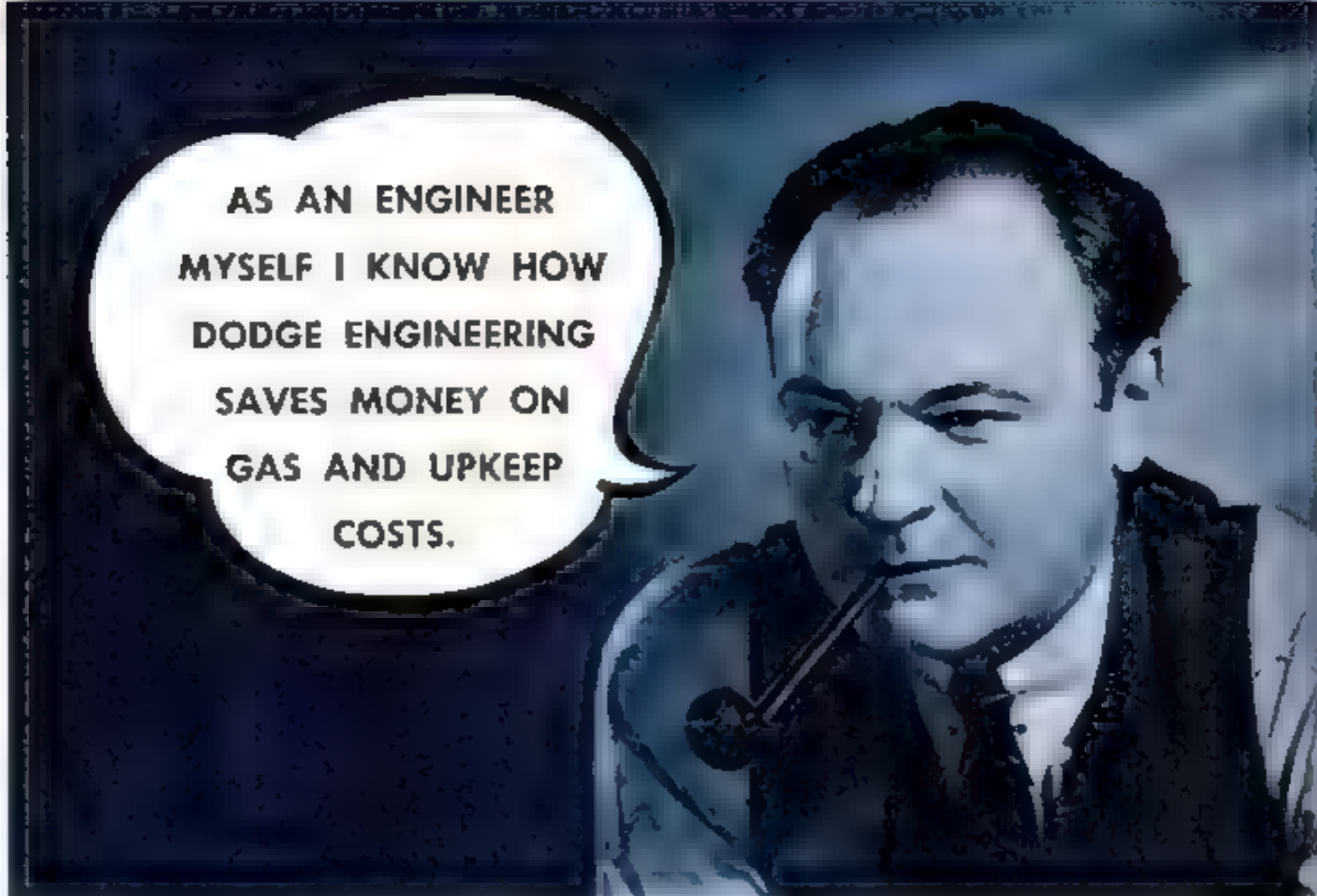
Limbering up for the Aquanada's mid-night water-ballet rehearsal, she does stretching exercises on bedroom floor.



After rehearsal, she is always hungry, eats fruit. Though a non-house-conserver, Eleanor keeps weight at 112.



In Empire bed of mahogany, Billy Rose peruses business mail. He gets up at 10 a.m., breakfasts on tray in bedroom amid constant ringing of four telephones. Near his bedroom is elevator for the convenience of friends who stream in at all hours.



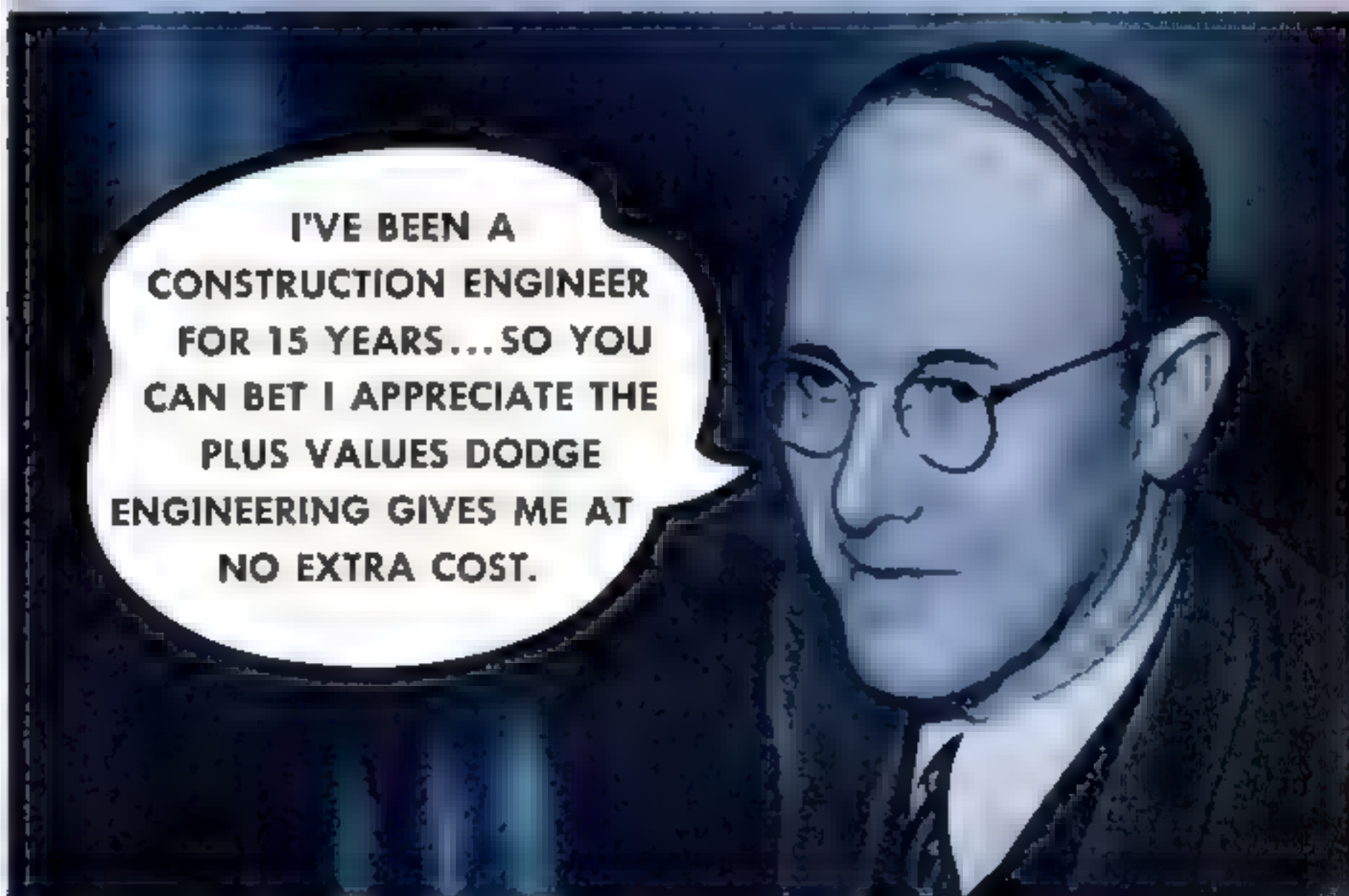
AS AN ENGINEER
MYSELF I KNOW HOW
DODGE ENGINEERING
SAVES MONEY ON
GAS AND UPKEEP
COSTS.

JOSEPH F. O'CONNOR, Heating Engineer, Maspeth, Queens, N. Y.



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BECAUSE OF ITS BEAUTY,
COMFORT AND
REMARKABLE EASE OF
HANDLING.

BETTY BEIER, Glenview, Ill.



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CONSTRUCTION ENGINEER
FOR 15 YEARS...SO YOU
CAN BET I APPRECIATE THE
PLUS VALUES DODGE
ENGINEERING GIVES ME AT
NO EXTRA COST.

E. A. DEARING, Construction Engineer, Seattle, Wash.

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†October, 1938, through September, 1939. Latest figures available.



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automobile batteries look pretty much alike, avoid guesswork; be guided by the proved dependability of Exide in buying a new battery for your car.

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WHEN IT'S AN **Exide** YOU START

ART



ON CARROLL'S WALL AT DETROIT ARE FIVE PAINTINGS. STARTING LEFT:

JOHN CARROLL'S GLAMOROUS "PINKY"

"Most exciting wall at the show" is what Detroit art critics called the wall above. On it are five paintings by John Carroll, one of 14 American painters who displayed their new work at Detroit's Art Institute this spring.

The paradox of John Carroll is well known in the art world. Built like a pugilist, Carroll loves outdoor sports and good rowdy parties. Yet his favorite subjects for painting are delicate gazelle-eyed girls who look as if they were made out of whipped cream and moonlight. Chief model for his wan madonnas



John Carroll, 48, sits by his studio window in Detroit where he teaches art. During the summer on his 250-acre farm near Chatham, N. Y., Carroll raises beef cattle



"THE MOONLIGHT," "ENA," "THE CHAMPIONS," "THE HAND," "MRS. HAASS"

DOMINATES DETROIT ART EXHIBITION

is his own wife, "Pinky," whose ethereal beauty haunts every Carroll portrait.

At the show, Carroll's portrait of Mrs. Lillian Henkel Haass, Detroit art patron, faced the familiar charge of looking more like Pinky than the subject. On the next pages are four more portraits with a pronounced Pinky influence, and closer views of Mrs. Haass.

Other wives who have dominated their husband's art, like Carroll's Pinky, are Rubens' Isabella and Rembrandt's Saskia.



Mrs. John Carroll, whose real name is Georgia, is best known by her nickname "Pinky." She poses here with Susy, her poodle, who looks soulful in the Carroll manner.

CONTINUED ON NEXT PAGE

YOUR *Kitchen* TAKES ON NEW *LIFE*



WHEN YOU USE

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SELF SMOOTHING

LUSTAQUIK ENAMEL



A Few Famous
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ALL-PURPOSE
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FLAT WALL FINISH,
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As if by magic, Kyanize Lustaquik Enamel adds a new note of cheer to dull surfaces. Easy to apply — Kyanize is *self-smoothing*. Dries in 4 hours. Washable, it's ideal for kitchen trim, chairs and tables. Kyanize is the life of the surface . . . life in new smooth beauty and style . . . long life in extra years of wear. You'll find just the shade you prefer on the Lustaquik style chart of 18 colors. You'll like Kyanize.


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HARSH LAXATIVES? Let me tell you about a better way!

Registered Nurses answer typical questions about constipation asked by 218,000 visitors at Saraka World's Fair Exhibit.



Mrs. M. S. M.
Bensonhurst, N.Y.

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A. There is, indeed! You need not upset your entire system in order to relieve common constipation—constipation due to insufficient bulk. You see—most of us don't get enough bulk in the foods we eat, so intestinal muscles grow lazy. Saraka supplies bulk to help keep these muscles more normally active—does it pleasantly, gently, without purging.

DO HARSH LAXATIVES ACTUALLY MAKE MATTERS WORSE?

A. They're apt to. I've seen more than one hospital case that started from such intestinal irritation! But Saraka contains no harsh drugs, no sharp, seed-like particles. That's why Saraka is so safe! It absorbs water...expands into a soft, moist gelatin-like mass...supplies the lubricating bulk intestinal muscles need. Nature does the rest!



Dr. C. L.
Philadelphia, Pa.



Mrs. R. F.
Brooklyn, N.Y.

WHAT IS "DIFFERENT" ABOUT SARAKA?

A. Saraka has an important second advantage...a gentle stimulus that impels the intestinal muscles to keep waste products moving. Thousands are delighted

with the satisfying results it brings. There's no violent purging. No embarrassment. Just a natural type of bowel movement. Get a package of Saraka from your druggist today.

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FOR CONSTIPATION TAKE
SARAKA
AND NATURE DOES THE REST



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1/1000th SECOND

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CHECK THESE FEATURES! • 1/1000th second focal plane shutter • Tricolor deep-focus f3.5 lens • Built-in photoflash synchronizer • Automatic film transport—makes double exposures impossible • Quick-action simplified controls • Interchangeable lens equipment

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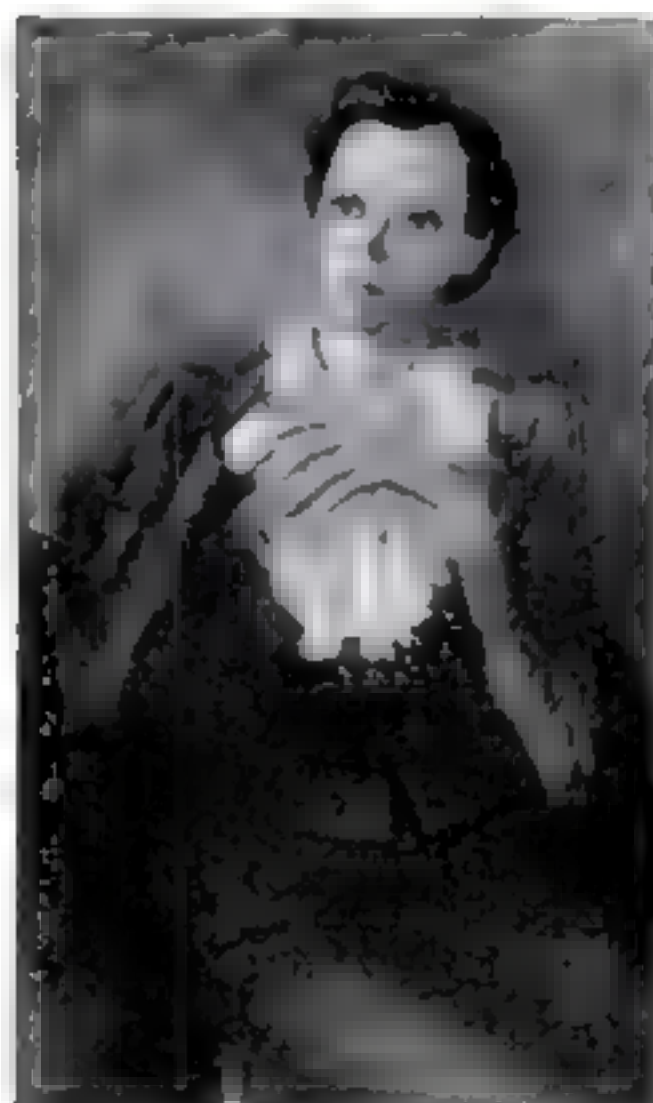
With Tricolor f3.5 Lens

On Easy Terms At Many Dealers

John Carroll (continued)



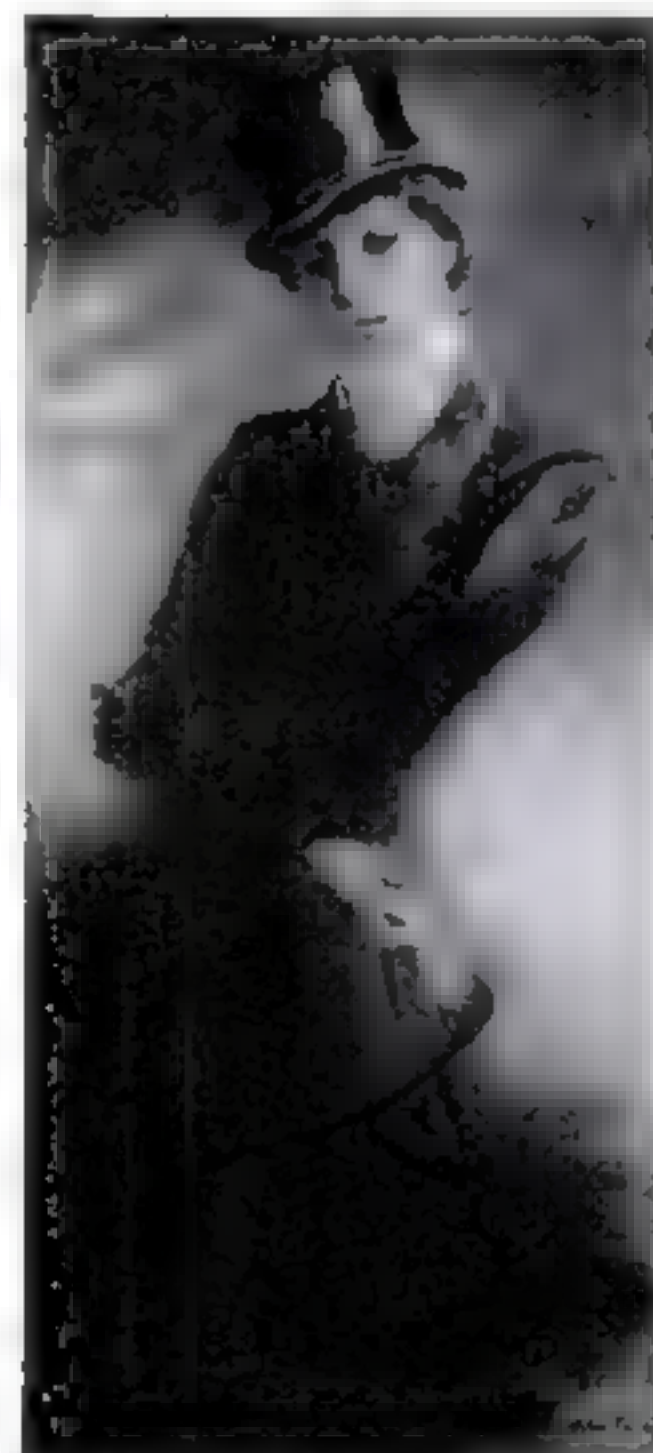
"Sleeping" John Carroll's study of his wife Pinky, exemplifies his theory that art should be dreamy and imaginative, unlike the Benton-Curry-Wood school of realists.



"The Girl in Red" is model with Pinky's sensual lips and her pale slender fingers.



"Consuela" is Mrs. Ellsworth Ford, N.Y. socialite, painted with Pinky's pallor



Mrs. Ellsworth Ford (see "Consuela") wears these togs to ride with Carroll.



"Mrs. Frederick M. Alger Jr." shows the Pinky influence in her willowy torso.

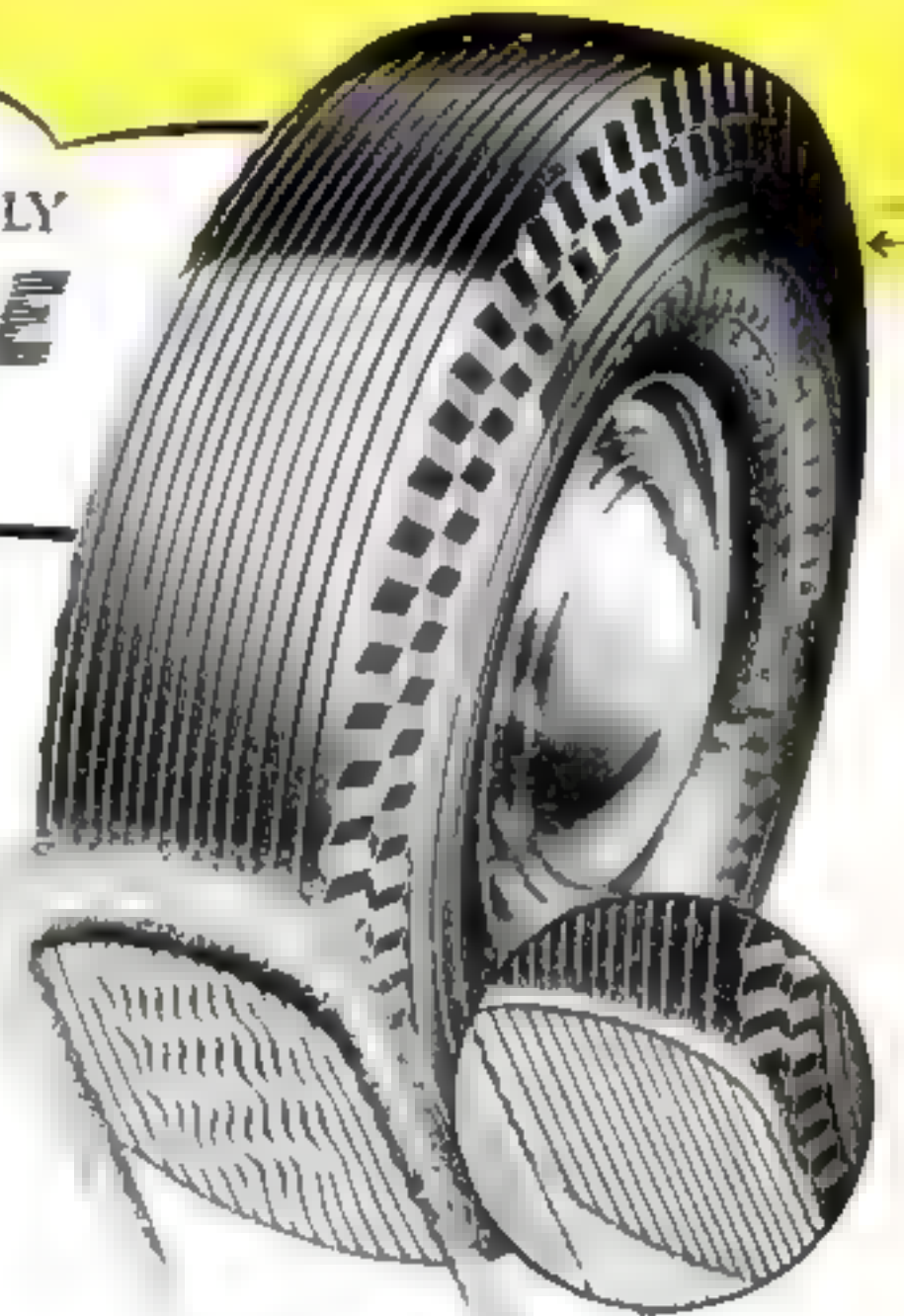
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The GENERAL TIRE

—goes a long way to make friends



Painting of Mrs. Haass by John Carroll makes her look waspy and slim-faced like
a fly. \$119. Says Mrs. Haass of this portrait, "I am very much pleased with it."



Photograph of Mrs. Haass shows her to be a hard-boiled lady about 50. She is a lead-
ing Detroit art patron, owns a dozen Carroll pictures, including *Sleeping* above her

CALOX MOVIE QUIZ... No. 6



Star of "Topper" pictures and soon to appear in "Accidental Father" by Columbia

Common for her
**HOLLYWOOD
SPARKLE**

*Who
is She?*



CLUES BY
ED SULLIVAN
Famous Movie Critic

1. Who has a younger, talented sister in the movies?
2. Who, like many Hollywood favorites, uses Calox to help keep teeth naturally bright and attractive?
3. Whose father is a famous star of the legitimate stage?

(If you can't solve the quiz, a name is at bottom)

**TRY THIS
FINGER-NAIL TEST
— PROVE CALOX
POLISHES
SAFELY!**



MAKE this simple test: pour a little Calox Tooth Powder on a nail buffer; then rub your nails *briskly*. Note the lustre, the *high polish*. Proof there are no harsh abrasives to harm the softest tooth enamel.

For Calox Tooth Powder contains not only 1 or 2, but **FIVE CLEANSING AGENTS** that attack ugly film and help you win that "Hollywood Sparkle"! Quick-as-a-flash the surging foam of Calox goes into action—yes, you can actually feel a new, high polish on your teeth with the tip of your tongue.

Try Calox for 30 days! Let Calox prove how it can bring out the natural brightness and lustre of your teeth... improve the beauty of your smile... and help your "teeth shine like the stars"!

CALOX TOOTH POWDER

Try Calox Antiseptic — Refreshes the mouth, sweetens the breath.



*Helps your Teeth shine
like the stars*

*Constance Bennett

HOW SUSIE GOT THAT "HOLLYWOOD SPARKLE!"



1 Susie: "My camera test a month away — oh, dear! Do I look all right?"
Makeup man: "Well, sis, you better do something about those teeth! They'll show up grey as a leg on the screen."



2 Susie: "Oh, I'll never pass the screen test with teeth as dull as mine."
Star: "Calox Tooth Powder can help you! I use it because it contains 5 cleansing agents that help keep my Hollywood sparkle!"



3 Makeup man: "What lovescene, Chief! I gave that gal up at her screen test!"
Director: "Man! What a trouper! She's going to sing like a whirlwind — and her smile looks like a Calox smile, too!"

PICTURES TO THE EDITORS

BOXING CHIPMUNKS

Sirs

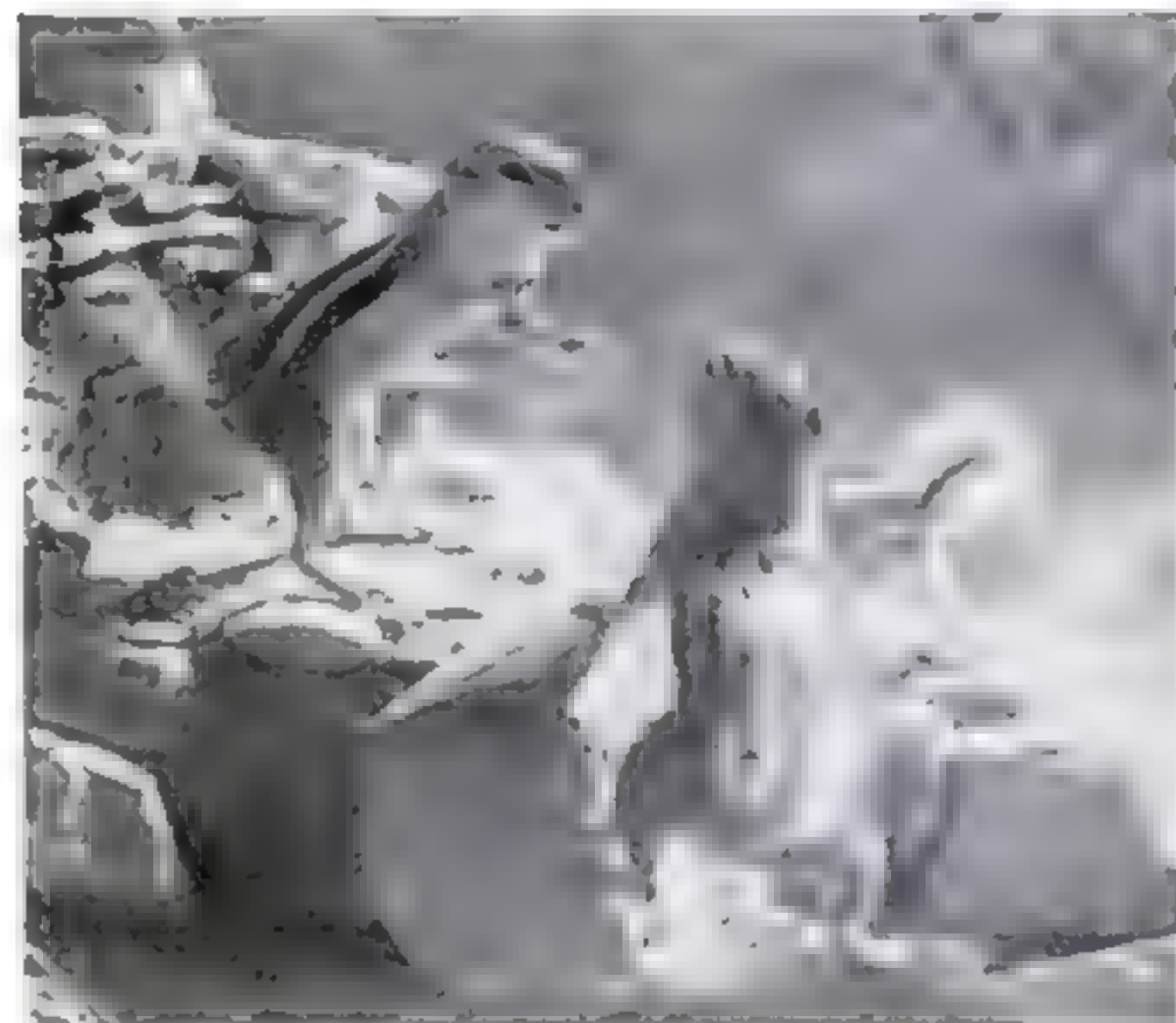
For 20 years Fred V. Sampson has been photographing wild animal life in the Mojave Desert in California. In these pictures he has caught two chipmunks

fighting for some kernels of grain. Like boxers, they stand on their hind legs, spar, feint, push and cuff each other around.

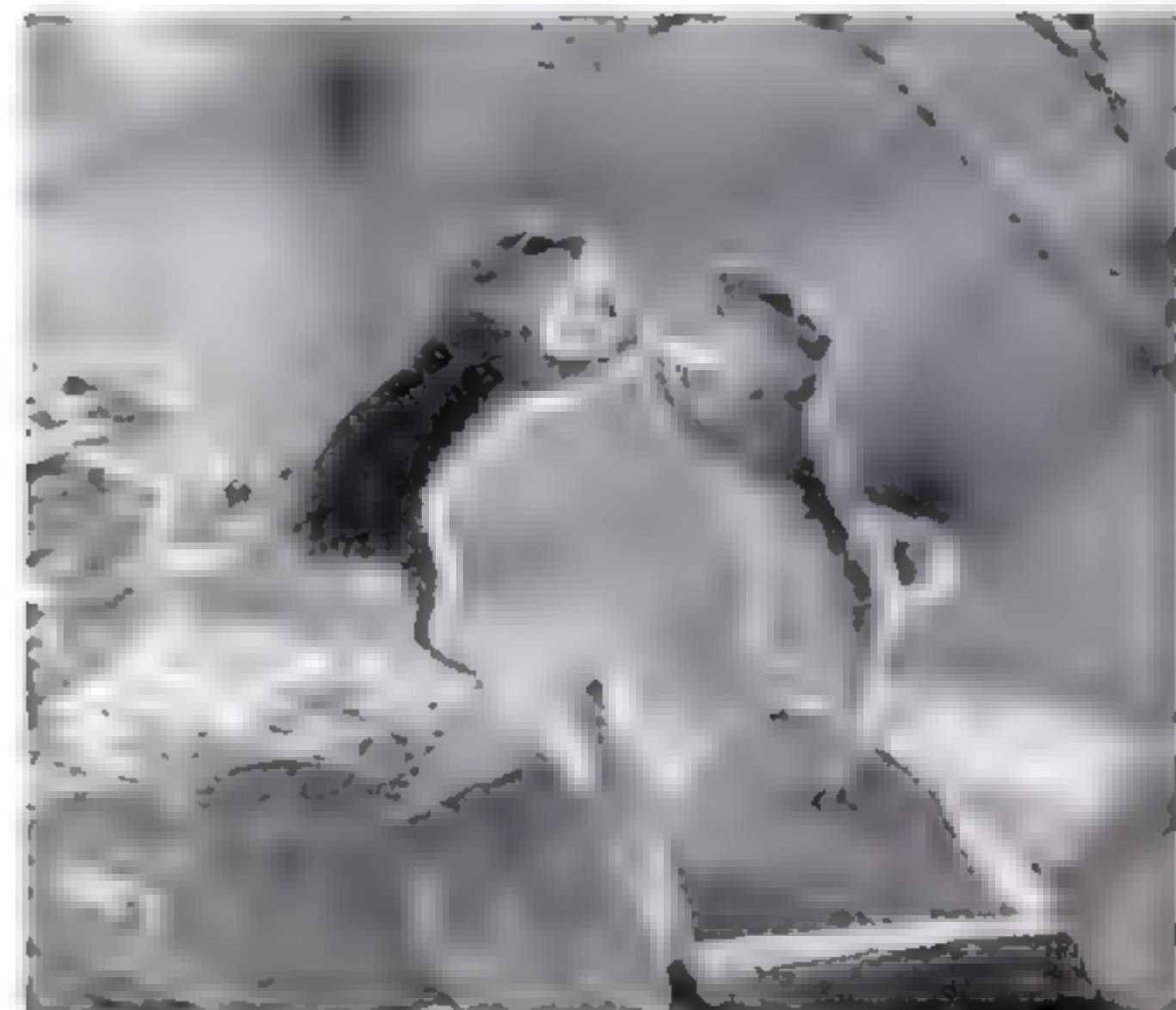
MARCH TATOM
Newberry, Calif.



WITH "CLENCHED FISTS," CHIPMUNKS SIZE EACH OTHER UP AS FIGHT BEGINS



CHIPMUNK (LEFT) FEINTS WITH LEFT PAW, HOLDS OTHER READY TO SWING



THEY PUSH AND CUFF EACH OTHER IN THE FACE AS FIGHT GETS FIERCE

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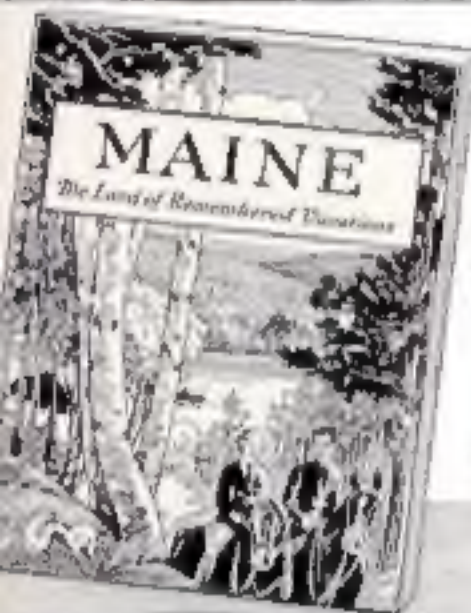
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PICTURES TO THE EDITORS

(continued)

BLOOD TEST

Sirs:

This little Negro boy was at school in Liberty County, Ga. the day a State Health Officer and Health Nurse came to take blood tests of the schoolchildren for a malaria survey. His reaction to the blood test is shown in the pictures.

EDNA CAIN DANIEL

Quitman Free Press
Quitman, Ga.



CHILD IS CAREFREE AT FIRST



HE ASKS IF TEST WILL HURT

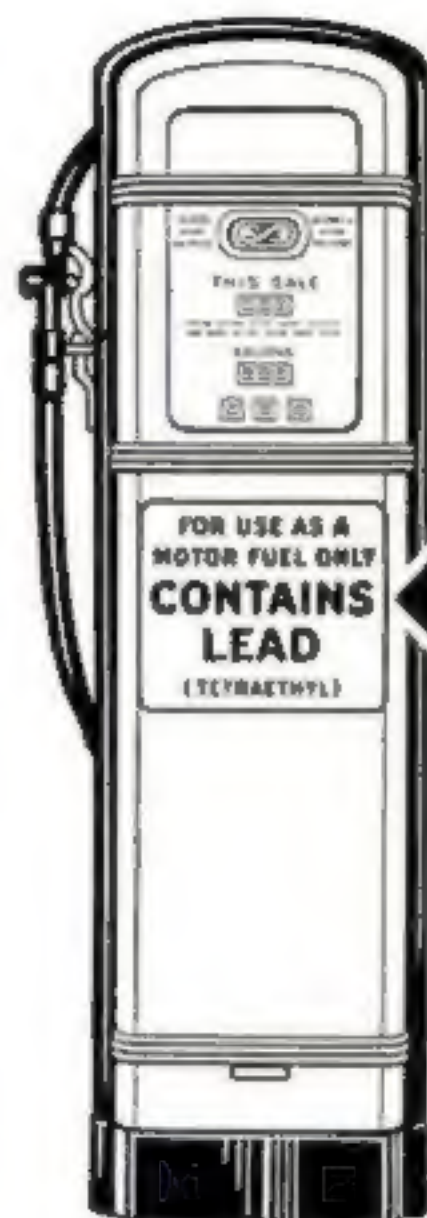


TRUSTINGLY HE HOLDS OUT HAND



TEST HURT AND HE STARTS TO CRY

NEWS!



THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. More than three-fourths of all the motor fuel sold today in the United States and Canada is "leaded" gasoline. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



THE "ETHYL" EMBLEM on a pump or its globe means that:
1. The gasoline contains enough lead (tetraethyl) for highest anti-knock. 2. It is your gasoline dealer's finest motor fuel. 3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas—
the better your car!*

TUNE IN EVERY MONDAY NIGHT—Tony Martin, Andre Kostelanetz and his orchestra, featured on "Tune-Up Time" over coast-to-coast network, Columbia Broadcasting System.



First LIFE HOUSE "Decorated WITH Sunbeams"

OTHER WOODWORK BY CURTIS

● Is it any wonder Curtis is proud to announce that the first LIFE HOUSE, built in 1940, at Louisville, Ky., is "decorated with Sunbeams"? Curtis STOCK Woodwork is used to make this home modern and attractive—this includes the famous Silentite "Insulated" Windows.



There's an amazing difference in windows. Curtis Silentite "Insulated" windows (double-hung or casement) are "health insurances" the year round. They cut fuel costs up to 25%!



You'll want a beautiful Curtis mantel for your home—excellent design and workmanship at low cost. Many styles to choose from to satisfy every architectural plan.



To assure a lasting sign of friendly welcome, LIFE HOUSE used Curtis doors. There are Curtis door and entrance designs for every style of home, large and small.

Free—a new Curtis book—"Let's Decorate Your Home with Sunbeams." It's all about modern windows. We'll send you pictures and descriptions of Curtis Woodwork, too! Just mail the coupon or see your local Curtis dealer.

(If you live in Canada, address W. C. Edwards & Co., Limited, 991 Somerset St. West, Ottawa, Canada.)

1866
CURTIS
WOODWORK

CURTIS COMPANIES SERVICE BUREAU
402 Curtis Building, Clinton, Iowa

Please send me your FREE book, "Let's Decorate with Sunbeams." And tell me about Curtis Woodwork, too.

Name.....

Address.....

City.....State.....

CURTIS WOODWORK IS SOLD BY
RELIABLE DEALERS EVERYWHERE

PICTURES TO THE EDITORS (continued)

RECORD PAINT-UP

Sirs:

To officially open the Clean-Up, Fix-Up, Paint-Up Week in Memphis recently, 100 members of the Memphis Painters Union, spotless in their white overalls,

Painted this two-story clapboard Memphis home in just 8 min., 30 sec., while a crowd of 3,500 citizens cheered themselves hoarse. It was an alltime, world-wide record.

JAMES ESSARY

Memphis, Tenn.



LAMARR vs. LEVY

Sirs:

At the age of 4 both Hedy Lamarr and I had our pictures taken. We posed alike, dressed alike even to our lace collars and, according to a friend, looked very much alike.

Miss Lamarr is now a movie actress. I am now a radio actress on NBC and CBS. That much we have in common. Of course, I don't look anything like her now. I wish I did and, as I'm only 16, I hope someday that I will.

ESTELLE LEVY

New York, N. Y.



LAMARR AT 4 AND AT 25



LEVY AT 4 AND AT 25

ALUMNI'S EGGS

Sirs:

This cornerstone, "Laid by the Alumni Association" of Southern Illinois Normal College at Carbondale, Ill., has appar-

ently laid three eggs. The "eggs" are actually large stones that were placed by the cornerstone for ornamentation.

BILL HORRELL

Carbondale, Ill.



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NO MOTH HOLES
IN MY
SWEATERS
THIS YEAR!



● Costly damage to sweaters, coats, blankets, and other woolen articles is prevented when you use Di-chloricide. Its powerful vapor penetrates every square inch of fabric—kills moth worms. When used as directed, it is economical and effective.

ASK YOUR DRUGGIST for Di-chloricide today. A pound protects an average trunkful of clothes. Merck & Co., Inc., Manufacturing Chemists, Rahway, New Jersey.

MOTHS
Die IN
Di-chloricide
A MERCK PRODUCT

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk. It takes those good, old Carter's Little Liver Pills to get these two pints of bile flowing freely to make you feel "up and up." Amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 10¢ and 25¢. Stubbornly refuse anything else.

FLOWERS full of BUGS?

Kill them with Red Arrow Garden Spray. It's quick, simple, sure, inexpensive. Kills insects that harm roses, other flowers and shrubs. Also ants in lawns. Safe to humans, birds, pets, when sprayed. 35¢ bottle makes several gallons. Easy-to-follow directions on label. Buy Red Arrow Garden Spray where you buy garden supplies.

FREE Send post card to McCormick Sales Co., Baltimore, Md., for Garden Insect Control booklet No. 1E3



MY POISONING

Get quick happy relief from the stinging fiery itch, and thus aid healing, with active, soothing

RESINOL OINTMENT
AND SOAP



Drawing by permission C. E. Lauriat Co., Publishers of Boswell's "Life of Samuel Johnson"

Do You Keep Your Friendships in Constant Repair?

All who knew wise old Sam Johnson, the author of the first great English dictionary, were awed by his capacity for hard work and charmed by the witty company he drew around him to relax when work was done.

Sam Johnson said that a man should always keep his friendships in "constant repair." He was right. A man is known by the company he keeps. You know what friends mean...how they rally 'round you when your skies are gray...help untangle your thoughts and restore clear thinking...squench your foolish fears...bolster your confidence and give new strength to your courage. And when skies are bright again, what a pleasure it is to gather your friends together to laugh over the past, enjoy the present and plan for the future with fortitude. With your friends about you, if you feel that you're rich...you're right.

* * *

Because of the companionship that Budweiser offers, it has been the center for circles of friends for generations. One sip tells you that it was making friends that made Budweiser, the Perfect Host.

ANHEUSER-BUSCH
Makers of the World-Famous Beer

Budweiser

TRADE MARK REG. U. S. PAT. OFF.

A Beverage of Moderation

MAKE THIS TEST

DRINK BUDWEISER FOR FIVE DAYS. ON THE SIXTH DAY TRY TO DRINK A SWEET BEER. YOU WILL WANT BUDWEISER'S FLAVOR THEREAFTER.

friends



TRADE MARK OF
ANHEUSER-BUSCH, INC.
ST. LOUIS, MO., U.S.A.

*Live Life... Every golden
minute of it.*

*Enjoy Budweiser... Every
golden drop of it.*



COPY. 1940 ANHEUSER-BUSCH, INC., ST. LOUIS, MO.



HOYRINGER-HUERE PHOTO

It pays to wear
REAL SILK
 HOSIERY



Good Luck Trousseau Package Now Ready

Solve a real problem of the bride's trousseau. "Set her up" with a supply of Realsilk hosiery. Call a Realsilk representative who will recommend ideal combinations of weights and shades in wardrobes of four or a dozen-or-more pairs. Of course in a smart gift package. An ideal gift idea for wedding anniversaries.



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 Real Silk Hosiery Mills, Inc.

It's AN OLD ROMAN CUSTOM—carrying the bride over the threshold.

For modern brides another custom has been gaining in popularity. It is Realsilk Hosiery for the trousseau.

This year we have designed a special Trousseau Package—an ideal hosiery wardrobe for the bride.

Naturally you don't have to be "Just Married" to appreciate these smarter, longer-wearing stockings.

Back of their beauty is a quality of silk, a standard of manufacture, a permanence of dyes

and a wealth of exclusive wear features which set them apart from any other stockings in the world. Here are some special reasons for preferring Realsilk:

Personal Fit Service. You order by width and length as well as foot size. Gives clinging unwrinkled appearance and promotes longer wear. Made possible by one great mill serving an entire nation.

Unusual Size Range. Sizes 8 to 11 in all weights and shades.

No-Hole Hem. Hem is entirely closed to avoid fastening or catching garter in single thickness of fabric—one of many unusual wear features.

They are sold only one way—through representatives who call at your home or office.

REAL SILK HOSIERY MILLS, INC.
 Indianapolis, Indiana. Branch sales offices in 200 cities

from mill



to millions